



FOR IMMEDIATE RELEASE

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Canadian Kennel Club Endorses Pet Plan Insurance program

WINNIPEG – The Canadian Kennel Club (CKC) has partnered with Pet Plan Insurance to offer its members and breeders its first pet health coverage program. This program includes comprehensive insurance policies for accident, illness, death, routine health care, dental care and more.

Faced with increased veterinary costs, advances in medical technology and longer life expectancy, the number of pets insured in Canada has risen over 20 per cent annually in recent years and is expected to increase five-fold over the next five years.

“We feel that pet health insurance is a wise decision, and that there was a need to provide it,” says CKC Chief Executive Officer Bryan Hocking, adding that club members have expressed increasing interest in obtaining pet insurance. “Our members and owners care a great deal about their pets, and want to ensure it’s economically feasible to protect their health.”

One in three pets will experience one new illness or injury requiring veterinary care this year, while one in six will sustain two or more. This means that pet owners are more likely to claim on pet insurance than on a car or household policy.

Randy Valpy, Vice President and General Manager of Pet Plan Insurance, says that the biggest benefit to pet health insurance is that it provides tremendous peace of mind. “Pet owners want to protect themselves and their pets against the significant costs associated with pet health care, and appreciate having the opportunity to do so,” he says.

While the idea of pet health insurance is still catching on here in Canada, it has been a longstanding and popular service elsewhere around the world. In Sweden for instance, nearly 42 per cent of all pets are insured.

Established in 1989, Pet Plan Insurance is Canada’s largest and oldest pet health insurance company. They are headquartered in Winnipeg, Manitoba, and have regional offices from coast to coast.

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