



200-1200 Portage Avenue  
Winnipeg, MB R3G 0T5

## News Release

For immediate release:

### **Petsecure Pet insurance Brings Awareness to Pet Healthcare with Annual Contest**

**Winnipeg, Manitoba – September 1, 2011:** This month marks the sixth annual '*Pet Health Insurance Month*' contest, presented by Petsecure pet insurance. Along with support from national partners, Petsecure pet insurance is reminding Canadian pet parents about the importance of pet healthcare.

"Where once the idea of pet health insurance was unknown to many Canadians, we have seen a significant increase in policyholders over the last several years as pet parents are taking that extra step to ensure that their pets can receive the best of veterinary care without the financial stress.", says Randy Valpy, President & CEO of Petsecure pet insurance.

Pet parents like Steve Rogers, Petsecure's grand prize winner of last year's '*Pet Health Insurance Month*' contest, expresses, "After losing our puppy from an accident and not being able to pay his vet bill, we made sure that when we acquired our new pup Chase, that we would never be unprepared again. We did our research and found Petsecure to be the most recognized and the leader in pet health insurance. Petsecure has given us the peace of mind that all pet owners should have and the security that all pet owners deserve."

Petsecure pet insurance is launching their *Pet Health Insurance Month* contest at participating veterinary clinics across Canada and online at [www.petsecure.com](http://www.petsecure.com). With support from Dyson, PetLynx, Ducks Unlimited Canada, Dogs in Canada magazine, Modern Dog magazine, the Farley Foundation, the Canadian Kennel Club and London Drugs, one lucky winner will win the grand prize valued at over \$4,000 with one year of coverage with Petsecure, a 42" Sony LCD TV, two Dyson Animal vacuums, an iPod Nano and much more. Second and third prizes include Dyson Animal vacuums, plus 25 online instant win prizes!

For more information about Petsecure pet insurance and the '*Pet Health Insurance Month*' contest, visit: [www.petsecure.com](http://www.petsecure.com)

-30-

#### **About Petsecure pet health insurance:**

Petsecure pet insurance, the core brand of Western Financial Insurance Company, is a wholly owned subsidiary of Western Financial Group. Petsecure is Canada's oldest and largest pet insurance provider with over 20 years of offering innovative pet insurance to Canadian pet parents. Petsecure has two unique pet insurance options to choose from; *Petset* which offers basic, value-priced coverage or *Secure For Life™* which offers the most comprehensive coverage in Canada. Petsecure also offers dental coverage and special coverage including alternative treatments, behavioural therapy and medical devices. Petsecure is the only pet health insurance provider in Canada to offer their exclusive *Secure For Life™* guarantee.

For more information on Petsecure visit [www.petsecure.com](http://www.petsecure.com).

**For more information, please contact:**

Maria Cefali, Marketing & Communications Specialist

Petsecure pet health insurance

Phone: (204) 942-2999 ext. 7631

E-mail: [mcefali@petsecure.com](mailto:mcefali@petsecure.com)