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## News Release

For immediate release:

### **Grand Prize Winner Announced in Petsecure Pet Insurance's National Contest**

**Winnipeg, Manitoba – November 13, 2011:** Petsecure pet insurance is pleased to announce Julie Kilgour of St. Catharines, Ontario as the winner of a grand prize valued at over \$4,000. for Petsecure's sixth annual Pet Health Insurance Month Contest.

As the grand prize winner, Kilgour receives a 42" Sony LCD TV courtesy of Petsecure, one year of Secure 3 coverage with Petsecure, a DC25 Animal upright vacuum courtesy of Dyson, a DC34 Animal hand-held vacuum courtesy of Dyson, an Apple iPod Nano courtesy of London Drugs, a one-year subscription to Modern Dog magazine, a dog sculpture courtesy of Ducks Unlimited, a \$300 gift certificate for veterinary services courtesy of PetLynx, and a plush Farley doll from the Farley Foundation.

"Having moved to Canada from Scotland, I knew exactly how important pet health insurance coverage is. So, when I took out pet insurance for Finn I did my research and found Petsecure met mine and Finn's needs.", Kilgour explains. "They offered me different levels of coverage to choose from and the flexibility that I wanted - all with the added security of knowing that they are an established company with over 20 years experience in the pet insurance industry. This was a huge factor in making my decision to insure Finn with Petsecure."

Already in its sixth year, National Pet Health Insurance Month is supported throughout Canada's pet community as a reminder to all pet owners that responsible pet parenting begins with pet health.

"Our national contest helps us to spread the word about the benefits of pet health insurance and explain why it is an integral part of being a responsible pet parent." says Randy Valpy, President & CEO of Petsecure pet insurance. "As Canada's leader in pet health insurance, it is our responsibility to inform pet parents of the tools available in providing their pets with the very best care possible. Through our website, Facebook, Twitter, along with support from the veterinary clinics across Canada, we were able to reach out to over 10,000 pet parents with our contest."

Kilgour expresses, "Finn is a big part of our family and I know if he could speak for himself he would be pleased with our choice in Petsecure. Finn gives to us unconditionally, like all pets, and he deserves the very best."

Amongst the 10,000 entries received, a second place prize of a DC25 Animal upright vacuum, courtesy of Dyson, was awarded to Stephanie Mattioli of Whistler, British Columbia, while a third place prize was a DC34 Animal hand-held vacuum, courtesy of Dyson, was awarded to Daniela Block of Winnipeg, Manitoba.

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**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).

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