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News Release

Walk your dog on RDOG DAY!

As an advocate of responsible pet ownership, Petsecure pet health insurance is proud to support the first national RDOG DAY on Saturday, September 27, 2008.

That's the day when dog owners and their dogs are invited to go *Walkin' with RDOG's* in towns and cities throughout Canada.

RDOG DAY is a national initiative of the Canadian Kennel Club (CKC). Responsible Dog Ownership Groups (RDOGs), individual dog owners and their dogs will take to the streets to support responsible dog owners and the benefits that they bring to their communities.

The CKC already endorses pet insurance through its program with Petsecure. Breeders registered with the CKC can enroll their puppies for a 6 week trial of Petsecure pet insurance to give added peace of mind to the new puppy owners.

"Because Petsecure and the CKC both advocate responsible pet ownership, it's a natural fit for Petsecure to support RDOG DAY," says Randy Valpy, President and Chief Operating Officer of Petsecure pet health insurance. "It showcases exercise, socializing and attention—some of the important requirements for responsible pet ownership. *Walkin' with RDOG's* is a fitting way to conclude September as National Pet Health Insurance Month."

Want to go *Walkin' with RDog's* in your community? Visit the [CKC website](#) or [view the flyer](#) for more details.