

**FOR IMMEDIATE RELEASE**

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**VanCity Insurance Services Selects Pet Plan Insurance for Alliance**

VANCOUVER – VanCity Insurance Services has selected Pet Plan Insurance as its pet health insurance provider of choice. Three years after successfully establishing its line of pet health insurance plans, the country's largest credit union has made a strategic decision to move its existing policies to partner with Canada's leading pet health insurance provider in order to provide their members with even greater coverage and greater flexibility.

"Pet Plan is a well established company that has been the market leader for pet health insurance in Canada since 1989," says VanCity Insurance Services Director Joyce Jackson, adding that VanCity members have expressed increasing interest in obtaining pet insurance and in a broader range of coverage. "Our pet-owning members care a great deal about their animals, and want to ensure that it's economically feasible to protect their health."

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. Pet Plan Insurance offers comprehensive insurance policies for accident, illness, death, routine health care, dental care and more.

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. "VanCity has a tremendous history in offering support and a great understanding of their members' needs. Many VanCity members have already demonstrated that they appreciate the opportunity to protect themselves and their pets against the significant costs associated with pet health care," says Valpy.

In Canada, 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. But 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.

"We've always lead the marketplace in offering our members exciting new products and services. It's one of the reasons we launched our pet health insurance plans in the first place and today, our alliance with Pet Plan will help us ensure we can continue to innovate.", says Jackson.

**About VanCity**

Vancouver City Savings Credit Union is a democratic, ethical and innovative provider of financial services to its members. Through strong financial performance, VanCity serves as a catalyst for the self-reliance and economic well being of its membership and community. Founded in 1946 to provide financial services to people from all walks of life, VanCity has grown to become a major financial institution serving the people of British Columbia. Today VanCity is Canada's largest credit union, with \$7.5 billion in assets, 285,000 members, and 39 branches throughout Greater Vancouver, the Fraser Valley and Victoria.

**About Pet Plan**

Pet Plan Insurance is a division of HED Insurance Brokerage Group, one of the largest Canadian owned insurance brokers with 130 employee's nation-wide. 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. Pet Plan Canada is also affiliated with Pet Plan U.K., the largest pet insurance company in the world. Pet Plan U.K. currently insures over 650,000 pets.

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