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NEW ANIMAL WELFARE AWARENESS CAMPAIGN ENCOURAGES PEOPLE TO LOOK #BEYONDCUTE

Halifax, NS (April 17, 2019) – A new awareness campaign is being launched today across Nova Scotia to encourage potential pet owners to look #BeyondCute photos to consider the responsibilities that come with having pets and how to ensure their new furry family member is a good match.

“While photos of dogs or cats can easily capture our hearts, I strongly encourage people to consider the responsibilities that come along with owning a pet before bringing it home,” said Agriculture Minister Keith Colwell. “Too often companion animals end up neglected or in a shelter, because people just weren’t aware of the responsibilities that come with owning a pet. Doing your research is the best way to prevent any surprises.”

The campaign was developed collaboratively with participants in the Nova Scotia Department of Agriculture Minister’s Forum on Animal Protection, which includes representatives from animal welfare groups, breeders, trainers and veterinarians. It is a primarily digital campaign, with website and social media advertising, and Nova Scotians are encouraged to share images on their own social media accounts.

Elizabeth Murphy, CEO of the Nova Scotia SPCA says “Whether you are adopting or buying your pet, you should look into where the pet is coming from and that the animals are well cared for. Asking questions about veterinary care, temperament and the animal’s background will ensure that you’re getting your pet from a responsible source and is one of the best ways we can protect animals from harmful situations.”

For more information on the #BeyondCute campaign, please visit www.yournextpet.ca.

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