

Nova Scotia SPCA Provincial Office  
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For Immediate Release

## Nova Scotia SPCA Adopts New App

**Nova Scotia** – The [Nova Scotia SPCA](#) is the first animal shelter in Atlantic Canada to bring adopters a post-adoption app, [Petszel](#), to help pet families in the days and months after adopting a pet.

“Having this kind of post-adoption support is very important to ensuring a smooth and happy transition for new furry family members and everyone in the home during those first crucial months,” says Heather Woodin, Chief, Animal Operations at the Nova Scotia SPCA. “Petszel provides resources at adopters’ fingertips day and night.”

The web-based app automatically customizes for the adopted pet, with information from the SPCA about the animal species and vaccines. Adopting a tool like Petszel for adopters is an important new step for the Nova Scotia SPCA, as the app will hopefully help increase adoptions, reduce the number of animals returned to shelters through follow-ups and provide resources readily available and local to the adopters.

According to a Hills Pet Nutrition Shelter Report, only 17% of Canadians express a likelihood of adopting a large dog weighing 55 lbs or more, although younger generations are more open to adopting large-breed dogs than their older counterparts. Petszel was designed to support a more personalized post-adoption experience, which may be especially appealing to Millennial and Generation Z adopters because it provides accessible, tailored resources to help them feel confident and supported after bringing a pet home.

The app is completely free for adopters and the Nova Scotia SPCA. After you adopt, your pet's first medical records from the SPCA will be in the app, as will recommendations based on where you live in the province, to help you find trainers, food, and veterinary care.

Matt Russell, CEO of Petszel, said, “Nova Scotia SPCA is taking an important step in strengthening post-adoption support for their community. Together, we’re focused on equipping adopters with the right information at the right time...helping pets adjust, families feel confident and ultimately driving better long-term outcomes for pets across the region.”

## About Nova Scotia SPCA

Proudly following no-kill principles, the Nova Scotia SPCA is a registered charity that helps companion animals in need. In 2025, over 25,000 pets were helped through animal rescue, progressive programs, rehoming opportunities, and veterinary hospitals. The Nova Scotia SPCA operates three public [Tartan Tails Veterinary Hospitals](#), five social-enterprise [thrift stores](#), six animal shelters, and the [Nova Scotia SPCA College of Animal Welfare](#).

The Nova Scotia SPCA does not receive any government funding for shelters, programs, college or hospitals, so the SPCA relies on community support to help care for local pets in need. To learn more, visit [www.novascotiaspca.ca](http://www.novascotiaspca.ca).

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### For More Information:

Petszel Website: <https://petszel.com/>

Hill's Shelter Report: <https://www.hillspet.com/shelter-report>

Nova Scotia SPCA Images:



Lucy, an adoptable dog at the Cape Breton SPCA Shelter:

