

Dog Adoption Incentive Program Launched

People adopting dogs and cats from participating shelters can receive discounts, free stuff.

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Pet Assure, a pet insurance-alternative service, has launched a program providing free membership for families that adopt a homeless dog or cat.

Under the Project ASAP (Adopt to Save Abandoned Pets) program, people who adopt pets through participating shelters will receive a free six-month Pet Assure membership.

Pet Assure is discount savings program that serves as an alternative to pet insurance. Benefits include savings on veterinary care and services, food items, and pet supplies, retail discounts, boarding, grooming and training.

“We understand that the six-month period after adoption can be a particularly heavy financial burden due to the fact that shelter pets are often in need of supplementary health care. This free membership, which covers all of the family’s pets, makes it easier for people to adopt these pets in need,” says Project ASAP director Jennifer Warwick, CVT.

Pet Assure says it’s allocating \$500,000 for direct donations to animal shelters that participate in Project ASAP, and another \$7.5 million in free memberships toward the cause.

“Abandoned pets need homes, and Project ASAP is dedicated to supporting animal shelters with home placement for the nation’s orphaned pet population. Our goal is to help shelters place these pets because all animals deserve the love of a family,” says Pet Assure President and CEO Charles Nebenzahl.

For more information, visit www.petassure.com.