

RSPCA launches pet insurance to buy online

Submitted by: Green Flag Group

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The RSPCA today launches a new website that enables pet owners to obtain a quotation or buy pet insurance in minutes, and save up to ten per cent on monthly premiums.

RSPCA pet insurance is available at www.rspca-petinsurance.co.uk 24 hours a day, 365 days a year, providing convenience for people keen to cover the cost of veterinary treatment for their pets.

Recent research conducted by the RSPCA highlighted that one-in-five pet owners currently make no financial provision for veterinary bills, and most underestimate the cost of treatment.

Chief veterinary officer for the RSPCA Steve Cheetham comments: "We believe pet insurance is an integral part of responsible pet ownership, and by making it easily available at the click of a button we hope to encourage many more pet owners to purchase cover and protect their pets. Too often, minor medical conditions are allowed to escalate because owners are worried about taking their animal to the vet, in case they cannot afford the treatment. Their animals suffer unnecessarily as a result."

Currently only 17 per cent of dogs and 11 per cent of cats in the UK are insured*. The RSPCA launched its pet insurance five years ago in a bid to help pet owners cut the cost of caring for their animals. RSPCA pet insurance premiums start from as little as £6 a month for cats and £9 for dogs. Ten per cent of the monthly premium is pledged to the RSPCA, providing essential funds for the Society's ongoing work to promote kindness and prevent animal cruelty.

RSPCA pet insurance covers up to £4,000 of veterinary treatment for as long as the condition requires. It also includes third party liability for dogs, and kennel or cattery costs if the owner is taken into hospital unexpectedly. Owners can claim up to £500 advertising and reward costs for pets that are lost or stolen. Additional benefits include a 24-hour emergency veterinary helpline, pet bereavement counselling and a legal advice line.

For more information on RSPCA pet insurance, pet owners can call 0870 242 6242 or log onto www.rspca.org.uk.

Ends

Notes to editors

*Source: Datamonitor UK pet insurance 2004.

- RSPCA pet insurance is available to anyone over 18 years living in the UK
- Insurance is provided by UK Insurance Ltd. The RSPCA benefits from the scheme because ten per cent of the premium paid each month is contributed by UK Insurance Ltd in support of the RSPCA

For further information contact Melanie Denny, RSPCA pet insurance public relations executive on 0113 399 1387 (out of hours 07711 964 617).

