



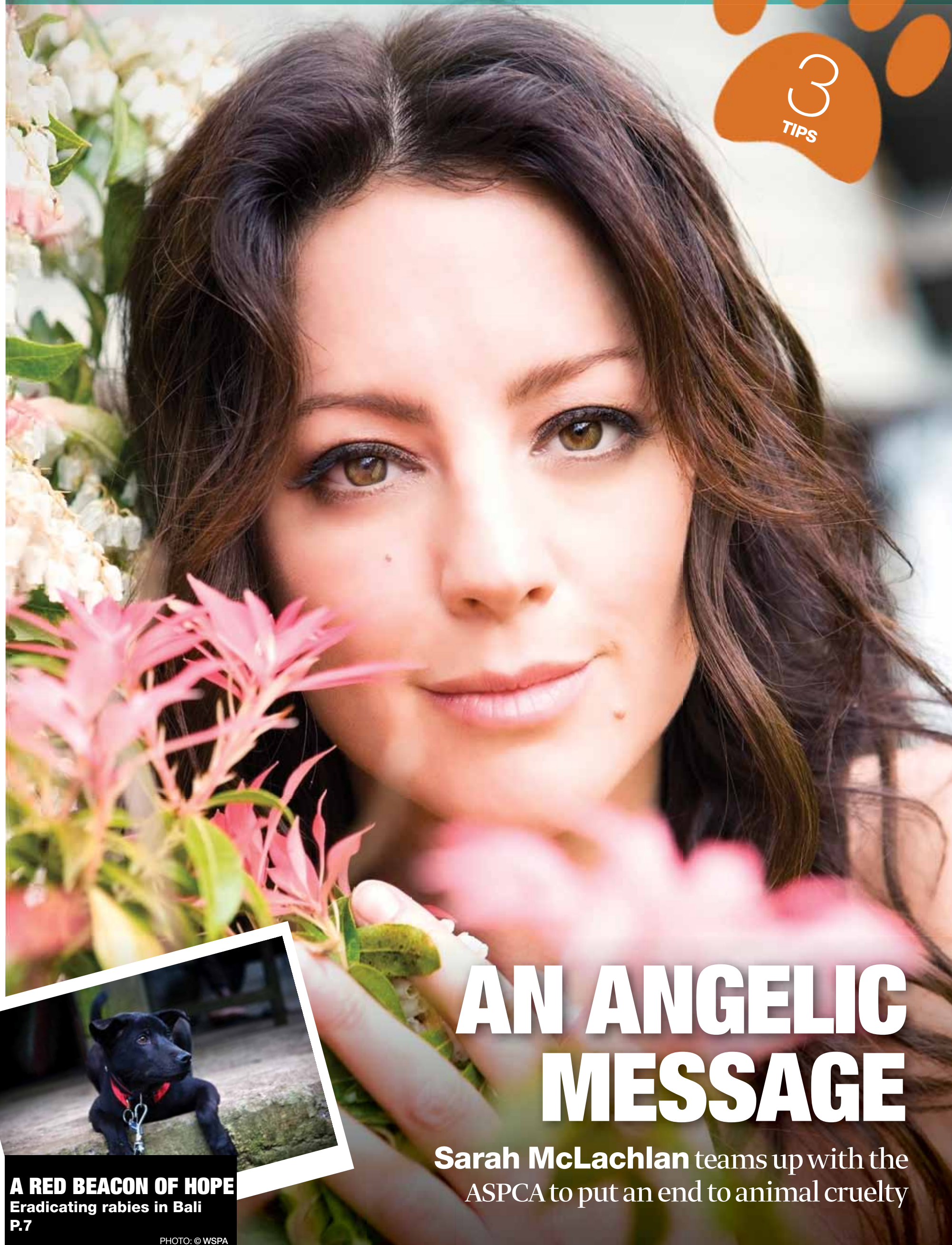
Small pets, big city
Apartment friendly
animal companions



Mind your manners
Behaviouralists put a
new spin on old tricks

**MEDIA
PLANET**

LOVING YOUR PET



AN ANGELIC MESSAGE

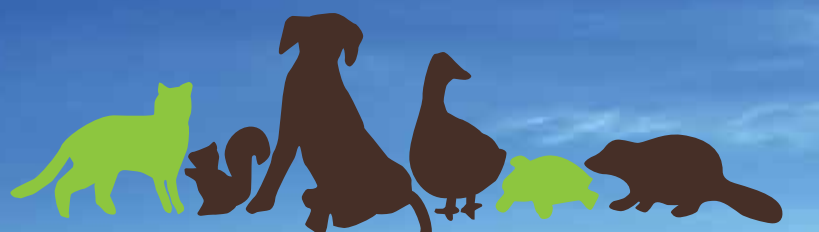
Sarah McLachlan teams up with the
ASPCA to put an end to animal cruelty



A RED BEACON OF HOPE
Eradicating rabies in Bali
P.7

PHOTO: © WSPA

PHOTO: RAPHAEL MAZZUCCO



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Finding forever homes for animals in need



CHALLENGES



TIP
1

EACH PET ADOPTION SAVES TWO ANIMAL LIVES

A HEALTHY START
Adoptive animals come with a vet-certified clean bill of health.
PHOTO: JACQUI LABATT

What will you receive in return for **saving** an animal’s life? A **cherished** relationship and boundless **unconditional** love. Every animal deserves a **forever** home—and you can help.

Why you should make adoption your first option

Animal shelters and rescue organizations deal with the plight of displaced pets on a daily basis. They see firsthand the myriad of extraordinary companions who end up awaiting adoption. Yet many would-be pet guardians are hesitant to open their heart and home to a shelter or rescue pet because they feel the animal might have too much “baggage”, be untrainable, have medical issues or won’t adjust to a new family. In fact, studies indicate the reasons dogs and cats lose their homes have more to do with people than the pets themselves—such reasons include: moving; not having the time; financial issues; a senior owner with declining health; personal problems; divorce; having a baby; having too many pets; allergies and (for those who didn’t alter their pet) an unwanted litter of puppies or kittens. Other reasons specific to dogs include animals that grew too big, lacking the time for training or exercise and excessive barking. Reading between the lines however, we might conclude that we are often dealing with a lack of human foresight and com-

- mitment. However, there are positives aspects of adopting a “second-chance” pet.
- **Twice the life:** When you adopt from a shelter or rescue, you are helping save two pets—the one you adopted and the one you just made room for.
 - **Personality plus:** Shelter and rescue personnel will provide a personality profile of the pet you are considering—invaluable information to help you find the right match. The last thing shelters and rescues want is for the pet to lose yet another home. It is in everyone’s best interest to be fully informed about the pet you are thinking of making part of your family.
 - **Health checked:** Shelter and rescue pets are spayed or neutered, vaccinated, microchipped and have been examined by a veterinarian (all included in the adoption fee). If the animal has a health concern or condition, this information will be disclosed so the potential adopter can make a responsible, informed decision on providing appropriate future care.
 - **Pre-trained:** Many adult pets have some training under their belts—often already housetrained,



Lorraine Houston
Director,
Speaking of Dogs

TIPS

Where to find pets for adoption

! Pets available for adoption come in all breeds, breed mixes, shapes, sizes and ages. Just check the pages of www.petfinder.com to see their faces and read their stories. Finding your new BFF (best furry friend) is just a click away.

litter box trained, crate trained and over the initial chewing stages.

Lessons for kids

Adopting a pet is an opportunity for children to learn respect, compassion, responsibility and that pets are an integral part of the family and not disposable.

Say no to mass breeding

By adopting, you will not be supporting puppy or kitten mills where animals are mass-produced for profit in often overcrowded, substandard conditions, which can lead to health and/or behavioural issues.

Open your home to love

By sharing your heart with a deserving pet you’ll get more in return than you bargained for. You’ll be rewarded daily with unconditional acceptance, a keen listener who hangs on your every word, a movie watching and reading buddy, a walking pal, a ready cuddler and more. An animal companion can lower your blood pressure, encourage you to be more active and social, and add joy and meaning to your life. You will always feel good about making adoption your first option!

Small pets for big city living

If you believe that owning a pet will cramp your busy city lifestyle, think again—there are many pet lovers who balance the two every day, and do it with ease.

Whether you live in a condominium or a home without a yard, there’s still hope for an animal companion! When space is tight, smaller pets are a great alternative to a large dog that requires constant attention and lots of room to play. Animals such as hamsters, birds, snakes, rabbits, fish and turtles are low maintenance and suitable for a potential owner who seeks companionship, yet still desires a pet that is cost effective.

Picking the perfect companion

Before adopting a pet of your own, do a little research and consult with a professional so that you can find one that suits your needs. “For instance, when it comes to dogs it’s important to find out what breed is good for you and if the energy level matches your own. If you’re living in an apartment, adopting a hound dog wouldn’t exactly be appropriate,” says Shaswar Ahmad Arahman, canine behaviour specialist from the Toronto Humane Society. “It’s important to get the right information to find what you’re looking for,” he adds.

There are health benefits
Owning a pet can decrease negative feelings associated with loneliness and depression. It’s almost impossible to stay in a bad mood when confronted with that special pet-human bond. Pets are a great way to reduce



WRAP IT UP
Reptiles, such as this ball python, need to be fed less frequently.
PHOTO: RICKY MELAMED

anxiety after a long day of work, and they keep your mind alert by increasing a sense of responsibility, purpose and fulfillment. The unconditional love from a companion has mood enhancing benefits—often offering emotional support in ways that most people can’t.


Good things come

in small packages

Small pets are social, friendly and less intimidating to everyone. Your pet of choice will fit in perfectly as an additional member to the family too! Not only is adoption a great way to bring happiness into your life, but reason for any animal to smile.

PAULEANNA REID
editorial@mediaplanet.com

WE RECOMMEND



The plight of the Bali dogs
How the island nation battled a rabies outbreak.
PAGE 7

“I have a two-year-old daughter and I want to help eradicate rabies so that Bali is safe for her, and the rest of the people on this island.”

- Second chances** p. 6
How new adoption initiatives are bringing hope to shelter animals.
- The dangers at home** p. 7
What are the indoor hazards you should look out for?



LOVING YOUR PET
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Responsible for this issue:
Publisher: Stephanie Barbosa
stephanie.barbosa@mediaplanet.com
Designer: Penelope Graham
penelope.graham@mediaplanet.com
Contributors: Jill Esch, Lorraine Houston, Dr. Gary Lansberg, Ann M. Martin, Pauleanna Reid, Genevieve Reisinger, Elizabeth Sharpe, Ontario Equestrian Federation

Photo Credit: All images are from iStock.com unless otherwise accredited.

Managing Director: Gustav Aspegren
gustav.aspegren@mediaplanet.com
Editorial Manager: Jackie McDermott
jackie.mcdermott@mediaplanet.com
Business Developer: Shannae Ingleton
shannae.ingleton@mediaplanet.com

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DON'T MISS!

Tame pet hair for a clean home

It's that time of year again— the weather is warming up and our cuddly, furry friends are leaving their winter coats behind.
Unfortunately it’s ending up on our clothes, carpets and furniture. Luckily, there are a few things you can do to help keep your pets hair off your stuff (and you from pulling your hair out!).

- **Bath time:** Some experts say that it’s okay to bathe your pet as much as every six weeks. Put a few drops of shampoo in a bottle of water and shake to dilute the mixture to avoid dry skin and dandruff.
- **Brush and bond:** Brushing your pet every day not only helps remove excess hair, but also give you are great opportunity to bond. This goes for those with short hair too!
- **Suck it up:** Get a good vacuum, but make sure it has multiple attachments. They can be used on multiple surfaces, and the small attachments can be used on shelves to save time on dusting.
- **Stick to it:** Keep a lint roller by the door for quick hair removal as you leave the house. A large piece of tape rolled in a loop and slipped over the hand with the sticky side facing out is a good alternative in a pinch.

JILL ESCH
editorial@mediaplanet.com

INSIGHT

SAVING LIVES

INSIGHT

The plight of dogs in Bali

Last year, a rampant rabies outbreak threatened the lives of hundreds of dogs—and the children who love them. Read on to learn about the life-saving measures taken—and why a red ribbon signals safety for all.

P.7

PHOTOS: © WSPA



Planning the purrrfect pet vacation

It's summer—the trees are finally in full bloom and the kids are off school. It's time to plan your summer vacation.

You've waited a whole year and you've found the perfect location, but wait... what are you going to do with your beloved pet? You've tried sourcing the perfect "doggie hotel" but you just aren't 100 percent. Why

not book your next vacation in a pet friendly hotel? This way you can feel secure that your furry loved one is safe, and you can enjoy yourself.

North America is home to some of the most affordable, luxurious, and accommodating pet friendly suites. You can stay there and enjoy yourself knowing your pet is safe and comfortable, and near your side. Don't leave the responsibility of your pet on friends and loved ones—find

a pet friendly hotel to accommodate you so you can vacation with piece of mind.

After checking out reviews, a few notable spots were:

■ Embassy Suites by Hilton, Montreal Downtown, QC:

This is a suite hotel including cooked-to-order breakfast and evening managers reception! www.embassysuitesmontreal.com *Publisher's note:

(I've already booked a room for next month for my Chihuahuas and I!)

Notable mentions

■ Super 8 Dartmouth, NS: Upscale and affordable. www.super8dartmouth.com/.

■ NEW! Crowne Plaza Suffern Hotel, NY: Planning a trip down south? www.cpsuffernhotel.com/.

■ Holiday Inn Express Hotel & Suites Moncton, Mountain Rd,

NB: Visit the beautiful Maritimes www.hiemoncton.com/.

To book a pet friendly hotel in North America check out Purrrfectplace.to-paws.com. Be sure to check with your airline for pet travel options.

JILL ESCH

editorial@mediaplanet.com



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INSPIRATION

Question: How did Sarah McLachlan help improve the lives of thousands of animals?

Answer: By teaming up with the ASPCA, she lent her voice to what became their most successful fundraising initiative ever.

Singing praise for the end of animal cruelty

LEADER TO LEADER

Grammy Award-winning, singer and songwriter, Sarah McLachlan may be widely known for her sensational vocal abilities, but in addition to her passion for music, she has a burning desire to fight for animal rights.

A lifelong animal lover and philanthropist, Sarah is an avid supporter of the American Society for the Prevention of Cruelty to Animals, also known as the ASPCA. The Vancouver-based native is also a spokesperson for the BC-SPCA, and is one of the driving forces behind the relief efforts, cultivating a respected reputation which has magnified the importance of education against animal brutality. “Every day animals are being abused, beaten, and neglected—crying out for

your help,” she says of the organization’s campaign.

Appealing to eyes, ears and hearts

Alongside the organization, she filmed a beautifully crafted two minute commercial featuring her hit song “Angel” to raise much needed awareness about violence against animals. The advertisement’s images of abused and neglected pets were appropriately complimented by her emotional ballad—and pulled on the heart strings of thousands of new donors, resulting in a plethora of donations—close to an estimated record-breaking 30 million dollars since its original release in 2006. This was the most successful fund raising effort in the history of the organization, catapulting spin off advertisements that featured the star. She later went on to film a holiday season ad over her Winter-song performance of “Silent Night”,

and another ad featuring her song “Answer”, which was released back in 2009.

Singing praises

Among her growing list of accomplishments, Sarah was most recently honoured for her benevolence and was awarded the 2011 Allan Slaight Humanitarian Spirit Award during Canada Music Week this past March. This accolade recognizes artists’ charitable works and showcases their enthusiasm for improving their community through selfless initiatives. Sarah continues to illustrate a leadership role and thrives at every opportunity to spread a comprehensible understanding behind her efforts.

PAULEANNA REID
editorial@mediaplanet.com





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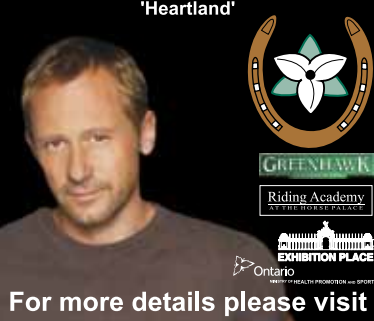
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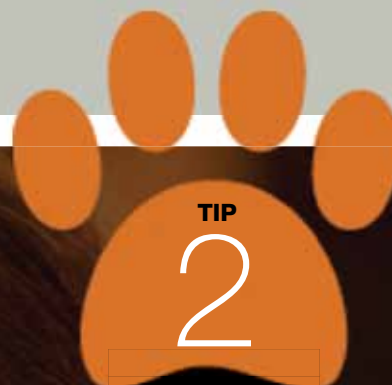
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INSPIRATION



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EXERCISE
NEEDS
ENCOURAGE
YOUR HEALTHY
LIFESTYLE

ANGEL INVOLVEMENT
Sarah's involvement with the ASPCA led to the most successful fundraising initiative in the organization's history.
PHOTOS: RAPHAEL MAZZUCCO



DON'T MISS!

Horses: Furthering your four-legged bond

Horseback riding is a wonderful activity for all animal lovers.

Whether you live in the country or downtown Toronto, there are thousands of horse stables in Ontario that cater to all ages, experiences and interests. Being with horses is a unique experience that provides emotional and physical benefits unable to be found anywhere else. The poignant connection between horse and rider is one based on trust and mutual respect. Have you ever witnessed a horse and rider jump a fence or complete a sliding stop? Not only is riding emotionally stimulating, it is a fantastic workout—a one hour ride is equivalent to a thirty minute jog, not to mention you will discover muscles you didn't know you had!

Event listing

Everyone is invited to join the Ontario Equestrian Federation at Toronto Horse Day on Saturday June 11, Exhibition Place to learn more about horses and horseback riding. For more information please visit www.horse.on.ca.

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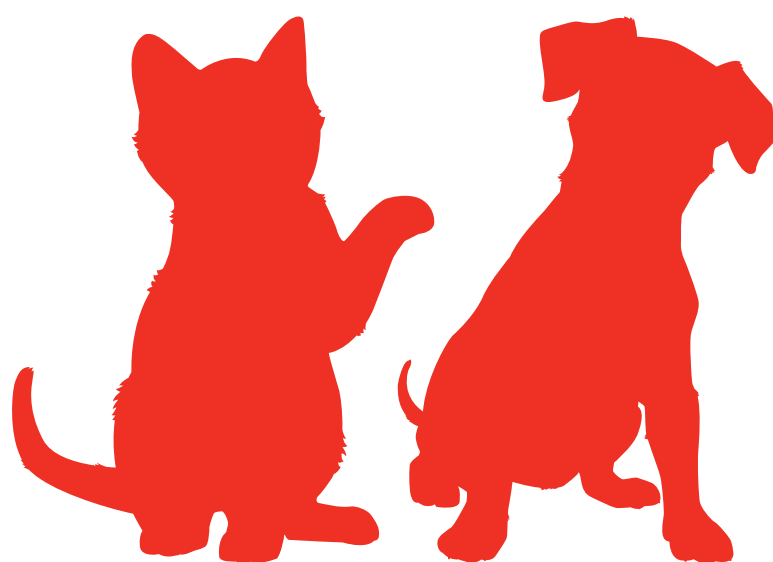


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HEALTHY LIFESTYLES



1. Shaswar Ahmad
Arahman, canine
behaviour specialist.
2. Sara Russell, feline
behaviour specialist.

PHOTOS: JACQUI LABATT

Rehabilitation leads to second chances

■ Question: How has the Toronto Humane Society improved its adoption success rate to counteract the amount of animals coming in?

■ Answer: By enforcing strategic solutions to meet the essential needs of pets and potential owners.

Behaviour specialists have recently been brought on board to help repair behavioural issues observed in animals that have been surrendered by their owners.

The Toronto Humane Society is continuously implementing new strategies and working toward improving adoption rates by placing high priority on continuing education for staff and pet lovers. These forward-thinking initiatives are what set this

organization apart from other shelters—it's one of the only facilities in Toronto to house behavioural specialists.

Dealing with emotions
When an animal has given up all hope by refusing to eat and interact with others, a deeper analysis is needed to locate the root of the problem. "For example, when cats are in a shelter it's a little bit different than when they're in a home because it's a completely new environment," says Sara Russell, feline behaviour specialist. "A cat-sense system is used to understand negative feelings such as depression, anxiety, fear and frustration and, more importantly, to find treatments to relieve them of the state they're in."

Leading with love
The Toronto Humane Society prides itself on a strong support plan for

those who are interested in adopting. "The adoption rate has increased significantly and we've almost doubled the volunteers so that the dogs are happier during their stay here at the shelter even though this is not exactly a happy place them," says Shaswar Ahmad Arahman, canine behaviour specialist. The behavioural success rate of a dog after spending time with a specialist is on average 95 percent and with the right information, any owner is capable of helping their pet attain a perfect score.

Understanding your pet
Success within the relationship depends on communication. "There's a big communication break down between owners and their pets. Some people think that cats are independent and don't want to interact with their owners when in fact they love interactive play," Russell says. "A

reason why cats end up being surrendered to a shelter is because people don't necessarily think they can create a best friend bond with them as they could with dogs." Ahmad Arahman affirms. "A common mistake is when the dog is barking, whining or crying.; Most people pet them because they look at them like a human being. It may work with a child, but with an animal it may have the opposite effect and encourage the behaviour." An educated owner helps the pet achieve success and will always have a positive impact on both their lives.

The Toronto Humane Society continues to enhance, protect and rehabilitate its animals using one efficacious formula: compassion.

PAULEANNA REID
editorial@mediaplanet.com

Pet food for thought—what's in your kibble?

The multi-billion dollar commercial pet food industry began in the 1860s, when an American, James Spratt, began selling a dry dog biscuit comprised of wheat, beetroot, meat and vegetables.

The 1920s introduced canned pet foods—most of which were made with horsemeat. By the 1960s, the pet food industry began to flourish with a wide variety of pet foods appearing on supermarket shelves.

Palatable plates?
With the growing demand for prepared pet food, manufacturers with ties to either cereal producers or meat packers began to spring up across the country. Quite honestly, much of this by-product was garbage—unfit for human consumption. However, the by-product was approved by the Federal Drug Administration (FDA) for pet food. Rendering and processing methods were devised to dry these meat by-products with additives included to

make the pet food more palatable, along with preservatives to extend the shelf life of the foods.

Be picky about protein
The protein sources in many of these foods are questionable. Condemned materials from slaughterhouse facilities, road kill, 4-D animals (dead, dying, diseased and disabled) zoo animals and even euthanized companion animals are all approved for use in commercial pet foods.

During the 1990's the FDA/CVM (Food and Drug Administration, Center for Veterinary Medicine) undertook a study on dry commercial dog food based on reports from veterinarians that claimed it was affecting the effectiveness of pentobarbital, a drug used to euthanize dogs. The results of this study found that nearly half of the foods they tested contained levels of this euthanizing agent.

The quality boom
It was not until the massive recall in 2007 that owners began to question the safeness of the foods they were



feeding their dogs and cats. They scrambled to find safe alternatives—suddenly, the pet food industry saw an products made with human grade ingredients become a viable alternative. Some companies now produce pet foods that are made in kitchens that manufacture human foods—which means no unsavory ingredi-

ents. Although veterinarians did not condone the practice, home cooking also became a safe choice. The practice of feeding animals a raw diet is something people have done since the early 1990's when Ian Billinghurst, a veterinarian from Australia, wrote how well companion animals do on this diet as compared to a diet of commercial food.

Look beyond the package
In conclusion, if you are going to feed a commercial food, be it kibble, raw, organic, cooked or otherwise, question the ingredient sources and even speak to a pet nutritionist to come to a decision you're both comfortable and satisfied with for your pets day to day health.

ANN N. MARTIN
Author,
3rd Edition "Food Pets Die For:
Protect Your Pets"
editorial@mediaplanet.com

NEWS IN BRIEF

Living with kids: Child and pet safety

■ Pets are, by nature, uncomfortable with unpredictability. They are more sensitive to sound than we are. With children, life becomes noisier and more unpredictable, therefore creating a permanent new stress in an animal's living environment. Children experiment with their hands and bodies, touching, feeling, grabbing, hitting, kicking—they generally do not mean any harm. This is all part of natural learning, but also can be highly stressful (and sometimes painful) to the family pet. It is important for us to understand that much of an animal's interactions with children is tolerance—which can eventually run out. Before a bite occurs there are usually warnings on the dog's part—that adult humans are missing or misunderstanding.

■ **Personal space:** Keep children and pets safely apart until supervision is available. Remember that with any training, we are creating associations—we don't want pain of any kind associated with our children. We want to teach our dogs that children are safe and fun, therefore children = food, toys, fun! Pets (dogs and cats in particular) should ALWAYS have a safe room or place where they can either go to themselves for a personal time out. While using a safe room and/or space, the pet can be de-sensitized to the sounds and movements that children bring once they begin to walk, talk and move about. Teach your children, as soon as possible, that when the family pet is in his safe room/place, he is untouchable!

■ **Body language:** Dogs and most other animals communicate their emotions to us with every inch of their body. They do not make mistakes with their body language. It is very instinctual and up to us, as adults, to watch, pay attention and respond to it.

Watch out for a dog who:

- Stiffens/freezes his body or closing his mouth tightly.
- Flattens his ears, tucks his tail, pulls his body back, shows half moon eyes.
- Is panting (or any breathing changes), yawning, scratching his neck, intentionally looking/turning away, licking his lips, squinting his eyes or shaking off his body.

Teaching kids

Teach them to only touch the dog when mom or dad (or a responsible adult who knows to read the animal) is around and watching. As owners and parents it is our responsibility to respect the dog's tolerance level. If we do, this tolerance level will typically become greater and greater as the dog learns that the interaction is safe and not forced. The onus is on the parents—a toddler should NEVER be left unsupervised with pets.

If you have a child who has a high interest in animals and pet care, you might think about sending them to Pawsitively Pets Kids Camp, which was created to help teach children who love animals about safe and responsible pet ownership while working with a variety of animals. The camp has built a reputation of providing a one of a kind camp experience that is highly focused on hands-on animal interaction, safe, engaging, welcoming to all campers, positive, provides age-appropriate programming, is educational and challenging—and most importantly an over-the-top fun experience! For more information—or to sign up at one of the seven GTA locations visit: www.Pawsitively-PetsKidsCamp.com. A percentage of all camp registration fees are donated to Pawsitively Pets supported charities to help animals in need.

GENEVIEVE REISINGER, BSC
Canine Behaviour Specialist;
Animal Behaviour Coordinator,
Oakville & Milton Humane Society
editorial@mediaplanet.com

All pets require training with reinforcement to learn desirable behaviors every day—It's just like sending your children to school to learn, but continuously educating them all day, every day at home!

These are normal behaviours for the dog that are undesirable to the owners such as jumping up to greet, chewing on owner possessions, soiling in inappropriate location or pulling and lunging on walks. This means the pet

1. Attempts to manage the rabies outbreak by culling the canine population was heartbreaking for island residents.
2-3. Bright red colours indicate a dog has been vaccinated and no longer a rabies risk.

PHOTOS: © WSPA

Last year, on the Indonesian island of Bali, a rabies outbreak threatened to spiral out of control, killing more than 130 people. Attempts to manage the outbreak by relying on the inhumane culling of the island's dog population had failed. Like in most places around the world, the people of Bali share a bond with their dogs, even the ones that are not kept as companions. The mass culling was heartbreaking.

A bright beacon of safety

Bright red collars mean that the

dogs have been vaccinated and are now safe from rabies and the inhumane mass culls once used to try and control the disease. Dr. Putu Ernawati, a local Bali vet who has inoculated 50,000 animals, says, "I have a two-year-old daughter and I want to help eradicate rabies so that Bali is safe for her, and the rest of the people on this island." To find out more visit www.wspa.ca

ELIZABETH SHARPE
Communications Manager,
WSPCA
editorial@mediaplanet.com

Start by ensuring that your pet is wearing a collar and an ID tag. A microchip is also a great idea in the case that a collar and/or tag is missing.

It is a good idea to have more than one pet first aid kit. I recommend one in your house, one in your car and maybe one in your hiking bag! These first aid kits are not to replace veterinary care, but rather to help until such care is available. It is always recommended to pay a visit to your vet with any health concerns you may have.

ve about your pet. Even something as small as a bruise can be an early sign of something bigger.

Pet ailments can worsen quickly and what was initially minor could rapidly turn into something serious. It is important to remember that, due to their instinctual nature, animals are very good at hiding pain and discomfort. Often by the time we recognize the signs and symptoms of an injury or ailment, the pet is already in significant distress.

Some potential pet poisons to be aware of and to keep out of reach or out of your house are: Many com-

mon household plants (more than 700 plants have been identified as being harmful to animals. It is worth looking up all the plants you already have and those you are planning on bringing in.), Phenol (in some disinfectants), Kerosene & other petroleum distillates (lighting fluids, paint thinner, lubricating oils and thinners), phenoxy herbicides (weed killers), metaldehyde (in snail and slug baits), organophosphates and carbamates found in insecticides or parasiticides, rat poisons, and ethylene glycol found in anti-freeze and brake fluid.

And don't forget to keep your dog away from chocolate! The poisonous

ingredient of chocolate is theobromine, a naturally occurring stimulant found in the cocoa bean. While poisonous amounts vary by type of chocolate, it is important to keep it away from your dog and call your vet immediately should he get his paws on some.

Should you find yourself in a pet emergency, always contact your vet immediately. After contacting your vet (and maybe poison control), here are a couple of ways you can induce vomiting in the case of a potential poison being ingested:

- Feed your dog a teaspoon (small dog), up to two tablespoons (large dog) of hydrogen peroxide and wait for the dog to vomit. Another option is a teas-

poon of ordinary table salt diluted in water. It can take up to five minutes for vomiting to occur.

To counteract the effects of antifreeze ingestion, you can administer some dilute alcohol such as vodka. This is best done at your veterinarian but could buy you some time if you begin the process at home. Be sure to ask your veterinarian about this over the phone before beginning the process.

Be safe and enjoy your new pet. Being safe is just the first start!

GENEVIEVE REISINGER, BSC
Canine Behaviour Specialist;
Animal Behaviour Coordinator,
Barkville & Milton Humane Society
editorial@mediaplanet.com

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Myself - Self-confident and savvy, level-headed and self-propelled - he'll keep himself busy most of the time, but a couch, a warm human and a scratch behind the ears when it's done will make his day.

Party Animal - Look, I'd love to play with you right now but there's a pencil, a fly and a Post-it note on the desk over there that I have to play with first. Wow, string too! Be right back for a hug later.

Leader of the Band - Bold and adventurous and loves to be the centre of attention and if not, she'll insist on it. When she's finished leading the day's parade, you'll find your band leader has a cuddly and affectionate side too.

The Executive - Always on patrol - what's in this closet? Who's that outside the window? There'll be time for a cuddle later. Maybe I can fit you in after dinner?

Bonnie - A cat with a well developed sense of balance. He'll enjoy your company and affection but sometimes he likes his own company too. Doesn't look for trouble but he's no accident-cat either. A level-headed companion.

Personal Assistant - Let me help you with that. Typing at the keyboard, reading the newspaper or doing the chores you've got an extra four paws to help. When everything's done, your new PA will help you relax together too.

Private Investigator - Gifted with the power of invisibility, he's quiet and inquisitive. He'll explore every nook-hole in the house and duck for cover when strangers appear.

Secret Admirer - The kind of cat that adores from afar and is a bit on the shy side. It'll take time to win her over but when you do, she'll shower you with affection.

Love Bug - A close companion who enjoys the quiet times. Especially on your lap. Physically affectionate and lovable, all paws and purring.

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