

atlanta huane society

Atlanta Humane Society adopters to receive PetFirst Pet Insurance after adoption
New partnership will provide new pet parents with peace of mind knowing their pet is protected

Atlanta, GA (May 8, 2017) – The Atlanta Humane Society is now including PetFirst Pet Insurance with every one of their nearly 10,000 annual dog and cat adoptions. The insurance will help reimburse veterinary costs of accidents and illnesses the pet may incur during their lifetime.

For many dog and cat owners, the cost of veterinary care can become overwhelming or unaffordable. Pet insurance helps new pet parents afford the veterinary treatments their pet may need.

“PetFirst is proud to partner with one of Atlanta’s oldest and largest non-profit organizations. The Atlanta Humane Society is a leading organization for the welfare and protection of companion animals and a consistent leader in the animal welfare community,” said Clint Lawrence, Vice President of Sales and Marketing at PetFirst Pet Insurance. “The Atlanta Humane Society is dedicated to finding animals a forever home and educating pet parents about pet ownership and what to expect when it comes to their new family member. We are pleased to be included as part of that equation.”

“Someone who adopts is less likely to return their pet when they have insurance to help with any unexpected illnesses or accidents,” said Michael Robbins, Senior Vice President and Chief Marketing Officer of Atlanta Humane Society. “We are dedicated to keeping pets in their homes, and PetFirst is a partner with a similar mission who will help us achieve this goal.”

The Atlanta Humane Society adopts out nearly 10,000 dogs and cats each year by utilizing innovative techniques of transportation, shelter medicine, and behavioral training. Through this new partnership with PetFirst Pet Insurance, the Atlanta Humane Society is able to provide accident and illness coverage to these 10,000 animals in Atlanta each year.

“PetFirst is excited to be a part of this forward-thinking move by the Atlanta Humane Society,” said Lawrence. “And, our pet insurance plans will help keep these dogs and cats in their forever home.”

For more information, please contact:

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