



Celebrate First National Pet Parent's Day

VPI launches free Pet Parent's Day electronic greeting cards.

By SmallAnimalChannel.com News Division

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Veterinary Pet Insurance of Brea, Calif., has designated the last Sunday in April as National Pet Parent's Day to recognize and honor those who consider pets a part of their family. This first National Pet Parent's Day lands on April 27, 2008.

To kick off the event, VPI has launched free Pet Parent's Day electronic greeting cards. Website visitors (www.petinsurance.com) can choose a design and attach a personalized message to share with other pet parents, including friends, family or spouses who care for dogs, cats, birds or exotic pets.

The e-cards will be available through April 27.

"Research on the human-animal bond and our own data suggests that many people consider themselves pet parents," said Carol McConnell, DVM, vice president and chief veterinary medical officer for VPI.

"A recent survey by the American Animal Hospital Association indicates 83 percent of pet owners consider themselves their pet's mom or dad," McConnell said. "Many of VPI's policyholders emphatically label their pets as children, and we felt compelled to set aside an annual day to recognize the special bond and commitment made by pet owners."

VPI says parental behavior can include buying presents for pets, designating a seat at the dinner table for a pet, giving pets a role in a wedding or other special occasion, taking a pet on a family vacation and allowing pets to sleep in the same bed as the owner.