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San Diego Humane Society and PetFirst Team Up to Include Pet Insurance with Adoptions

SAN DIEGO — In an effort to promote healthy, lasting pet families, San Diego Humane Society and PetFirst are teaming up to provide some peace of mind to those adopting rescue pets.

This means that every dog or cat adopted through SDHS will be eligible to receive one month of [PetFirst pet insurance](#) included with their adoption. For those who elect to extend their trial month, the expense of pet insurance varies by age and type of animal, but the average cost is around \$30 a month.

“The decision to adopt a rescue animal is one of the most satisfying decisions a family can make – and we are excited to be able to take a little worry out of that decision,” said Dr. Gary Weitzman, San Diego Humane Society President and CEO. “A month of insurance is an exciting benefit of adopting through San Diego Humane Society.”

Pet insurance is becoming more common as the medical costs for pets continue to rise. According to a recent [New York Times story](#), the primary driver of rising veterinary expenses is that pet owners are willing to spend more on pets, who are increasingly treated like one of the family – including seeking emergency care for pets when needed.

“We’ve found that offering pet insurance to newly rescued animals significantly increases the chances of a successful adoption,” said Katie Blakeley, CEO of PetFirst. “It’s not uncommon for a rescued pet to have relatively minor, short-term health challenges related to the stress of being rehomed or being exposed to other animals in a kennel-type environment. Even though it may just be a minor respiratory infection, a vet bill right off the bat can be scary to new pet parents.”

Adding PetFirst pet insurance to the set of benefits that new adopters have available should help give new pet families an extra boost of confidence as they bring home their newest family member.

[B-roll and photos of the adoption process and animals going home are available here: https://bit.ly/2DwhTAo.](#) For more information or to schedule an interview, please contact Dariel Walker at 619-250-6801 or dwalker@sdhumane.org.





Suggested Tweet: @sdhumane and @PetFirst are teaming up to provide some peace of mind to those adopting rescue pets. Every dog or cat adopted through SDHS will be eligible to receive one month of PetFirst pet insurance included with their adoption.

About San Diego Humane Society

San Diego Humane Society's scope of social responsibility goes beyond adopting animals. We offer programs that strengthen the human-animal bond, prevent cruelty and neglect, provide medical care, educate the community and serve as a safety net for all pet families. Serving San Diego County since 1880, San Diego Humane Society has campuses located in Escondido, Oceanside and San Diego. For more information; please visit sdhumane.org.

About PetFirst

Founded in 2004, PetFirst is dedicated to removing personal financial considerations from pet care. By providing affordable pet health insurance to families, PetFirst provides them "peace of mind" that their pet is covered in the event of an accident or illness. PetFirst is the most recommended pet insurance to new pet families. To learn more about PetFirst, please go to petfirst.com.

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