

FOR IMMEDIATE RELEASE

Cross “Puppy” Off of the Holiday Shopping List!

With the Holiday Season Quickly Approaching, NAPPS is Urging Gift-Givers to Avoid the Common Mistake of Giving the ‘Pet Present’

MOUNT LAUREL, N.J. October 2, 2012— It’s easy to see that the holiday season is quickly approaching; there is an alarming number of TV advertisements for the latest and most desired gadgets, and department stores across the country are transforming their displays into winter wonderlands. While it’s easy to get wrapped up in the fun festivities and gift giving of the holiday season, take an extra minute to evaluate your gift ideas before tying the big red bow.

The National Association of Professional Pet Sitters (NAPPS), a nonprofit organization dedicated to promoting the welfare of animals, is spreading awareness about the dangers of giving pets as gifts this holiday season, and is urging gift-givers to consider an alternative to the popular puppy present.

“The gesture of giving an animal as a gift is romanticized over and over again in films and on television,” said John D’Ariano, president of NAPPS. “The person giving the pet as a present thinks it’s the ultimate gift, but it’s usually an impulse purchase. It’s very unfortunate, but most pets that are “gifts” become neglected, unwanted and abandoned.”

If you are thinking of giving a pet present this holiday season, NAPPS urges you to consider the following and share these tips with others:

The Potential Pet Parent:

- Would a pet fit into this person’s daily routine and lifestyle?
- Is this person able to afford the expenses associated with having a pet?

Typically, these are questions that a potential pet parent should be reflecting on, regarding their own lifestyle, rather than someone else making the decision on their behalf. Becoming a pet parent is not a decision that should be taken lightly and it’s important to allow someone the opportunity to determine for themselves whether or not they are prepared for a pet.

The Distracted Child:

- Is your child ready to take on the responsibilities of caring for a pet?
- Are you—the adult—prepared to take on the responsibilities of caring for a pet?

While the idea of a cuddly kitten or playful puppy under the Christmas tree paints a memorable picture, the reality is—Christmas morning will eventually be over. Giving a pet as a gift can send the wrong message that an animal is considered an equal when compared to a new doll or video game. It’s common for children to play with their new

toys and display excitement, before eventually moving on to the next remote-controlled car or action figure. By giving a pet as a gift, you may be sending the wrong message that pets are disposable and easily replaced.

The Nervous New Guy:

The holiday season can become overwhelming and exhausting—the added decorations, entertaining and out-of-town guests can certainly impact you and your family’s daily routine. If a furry friend is in your future, consider waiting until the holiday hysteria has passed before welcoming Fido or Fluffy into their new home. In order to properly introduce a pet to a new environment, it’s important to create a calm and comforting space, where the animal feels safe and protected.

If you are considering a pet pal for your family, take the necessary steps to prepare your children (and yourself) for the additional responsibilities that come with being a pet parent. While having a pet can mean having a cute and cuddly couch companion, it’s important to keep in mind that a pet relies on its human companion for proper care, shelter and safety.

About NAPPS: NAPPS is the only national non-profit trade association dedicated to serving the needs of professional pet sitters. The Association aims to help the pet owning public, those interested in pet sitting, and professionals engaged in the in-home pet care industry by fulfilling its vision statement, serving as “the most respected authority in professional pet sitting.” It does so by providing the tools and support to foster the success of its members. Additionally, pet parents can benefit from NAPPS’ free resources including a disaster preparedness guide, tips on how to select a pet sitter, nationwide referral service, and quarterly teleconferences aimed to educate the pet owning public. To find a pet sitter in your area, check out NAPPS’ nationwide “Pet Sitter Locator” at www.petsitters.org. For more information on NAPPS, please follow [@TheNAPPS](https://twitter.com/TheNAPPS) on Twitter or join us on Facebook at facebook.com/TheNAPPS.

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