



FOR IMMEDIATE RELEASE

## **Pets Best Insurance Celebrates Pet Insurance During National Pet Health Insurance Month with Contest**

Pet insurance company Pets Best Insurance celebrates National Pet Health Insurance Month by sponsoring "Freaky Friday" contest.



### **Boise, Idaho (Vocus) September 20, 2011**

September is National Pet Health Insurance Month and Pets Best Insurance, pet insurance company founded by pet insurance expert Dr. Jack Stephens, the original founder of pet health insurance in the United States, is celebrating by holding a "Freaky Friday" contest honoring the most freak pet accident or pet emergency. One winner will be selected each week through the month of September. Each winner will be awarded a \$50 gift certificate to The Animal Rescue Site store. From clothing and jewelry, home décor and pet supplies, the site has something for everyone. No purchase is necessary and entrants do not need to be a current Pets Best Insurance policyholder.

If your dog has eaten your clothes or your cat has climbed into your dryer, tell us your unusual and unbelievable pet stories! To participate in the Pets Best Insurance Freaky Friday contest, post your story on Pets Best Insurance Facebook page, [www.facebook.com/petsbestinsurance](http://www.facebook.com/petsbestinsurance). Look for winners to be announced each Friday on Facebook.

Winners so far this month are Michelle, whose dog ran into a tree; Gretchen, whose dog

Sammy broke his "private part" while trying to mount another dog; and Leslie, whose dog Rogue fell out of a window and hyper extended both wrists. Keep the stories coming. There is still time to enter. Pets Best Insurance will announce two more winners before the end of the month.

According to Packaged Facts, 53% of US households own a pet and spend more than \$25 billion annually on veterinary services. With pet insurance available for less than \$1 per day, more and more pet owners



are purchasing pet insurance for their dogs and cats. Of course, pet insurance premiums are based on age, location and breed of the pet.

Pets Best Insurance pet insurance provider is a member of the North American Pet Health Insurance Association. Founded in 2007, the North American Pet Health Insurance Association (NAPHIA) members work collaboratively towards establishing and maintaining universal and professional standards for terminology, best practices, quality, and ethics in the pet health industry. NAPHIA is committed to advancing the pet insurance industry through pooling resources, sharing information, and working together to identify and address challenges and opportunities. Pets Best salutes the NAPHIA during National Pet Health Insurance Month. Visit [www.naphia.org](http://www.naphia.org) for more information.

#### **About Pets Best Insurance**

Boise, Idaho-based Pets Best Insurance provides pet insurance plans that reimburse pet owners for a straightforward 80 percent of veterinary services after a deductible, with no benefit schedules or fee restrictions. Pets Best Insurance plans do not include age restrictions and allow the pet owner to choose any licensed veterinarian. Any pet has guaranteed acceptance for accident-only policies, ensuring that even seriously ill pets can be insured against unexpected costs from accidental injury. The Pets Best Insurance team is a group of pet lovers who strive to deliver quality customer service and value. Pet Insurance plans offered and administered by Pets Best Insurance are underwritten by Aetna Insurance Company of Connecticut (AICC). This material describes Pets Best Insurance plans in general terms. Eligible expenses and coverage may vary, depending on your plan selection. All pet insurance plans have limitations and exclusions. Information is believed to be accurate as of the production date; however, it is subject to change. For more information, visit Pets Best Insurance at [www.petsbest.com](http://www.petsbest.com) or phone 877-PetsBest (738-7237). You may also follow them on Facebook at [www.facebook.com/petsbestinsurance](http://www.facebook.com/petsbestinsurance)

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