

fetch!

the pet magazine with a healthy pedigree

a **Petplan** magazine



hide and treat

.....

dr. ernie ward's
tips for keeping
pets engaged

elementary education

.....

a playbook to
pet parenting

game of inches

.....

sizing up our
pets' genetic
playing field

plus:

- + slip 'n' slide:
ruff guide to
luxating patellas
- + rocking the
toy box with
bret michaels
- + a heart-to-heart
on canine cardiac
disease with
morris animal
foundation



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the toy issue 2012/13 no.4 issue 14

+ play it safe

Perk up your pet's playtime with a toy that's both fun and safe for the entire family.

Tested to children's toy standards, SafeMade pet products are free from chemicals and small parts that might accidentally lead to choking or other hazards. Best of all, they're super easy to clean! For a chance to win one of five toys for your curious canine or playful kitty, visit www.GoPetplan.com/safemade and tell us how you keep your best friends safe during playtime. Winners will be selected on **February 7** and announced in **March!**



+ walk this way

Walking the dog is a great way to exercise and engage your best friend, but handling their dirty business is anything but fragrant fun. That's why we're giving five pet parents the chance to win a Hands Free Doody Bag Holder from The Fifth Paw®.

Simply attach it to your pet's leash to keep your hands free (and clean) for other activities, like doling out treats! For a chance to win, visit www.GoPetplan.com/thefifthpaw and tell us about your favorite place to walk. Winners will be selected on **February 7** and announced in **March!**

pinning for pets

Next time you're purr-using the Web, be sure to bookmark the Petplan Pinterest page, recently paw-picked by Pinterest as an exceptionally engaging online destination — and a shining example of brand personality and expertise. While there are plenty of lovable pups and kissable kitties on the Petplan Pinterest page, that's far from all you'll find. It's a virtual playground for pet parents eager to learn more about pet health (and catch a sneak-peek behind the scenes at Petplan!). Read exclusive vet-authored advice on our "Health Tips" and "Breed All About It" pinboards, read adoption success stories on "Rescue Me," or find a pet-friendly recipe on "Treat Them Well." Before you go, come "Meet the Team" and shake paws with "Our Pet Helpers" — all at pinterest.com/petplan.

