



home of The Cat's Den

**News Release**

## **Pets Are Family**

**Toronto, ON—Sept. 3, 2007**—To JP & Barbara of Scarborough, Ontario, their cats Taz, Jack-Hoover and Willie are 'the kids'. They are not alone.

74 per cent of dog owners and 60 per cent of cat owners think of their pets as family members, according to the 2005-06 National Pet Owners Survey by the American Pet Products Manufacturers Association (APPMA).

It's an incredible bond for a growing number of families.

In fact, more than 69 million US households include pets, reports the APPMA. That's 63% of all households. And almost half of them own more than one pet.

Most pet owners feel real companionship with their animals, whether dogs, cats, fish, birds, small animals (such as rabbits, guinea pigs, hamsters, and ferrets), reptiles, or horses. They find playing with pets or just observing their antics is a great stress reliever and solace, particularly for the elderly or ailing. And they value what interacting with pets can teach their children.

What's the right pet for your family? Don't leave your choice to chance.

- Visit your local pet shop, animal shelter or veterinarian for information on care and handling.
- Visit a consumer pet show. Talk to owners there who are showcasing specific breeds or are part of a club. Ask them about the animal's temperament, suitability for your children at their age, the care and time they require, and what the owners love about this animal. Explore the latest in pet care products and services. Ask vendors how long their products have been available, where you can learn more about them and where to buy them when you're ready.
- Visit the Internet for information about specific breeds and varieties and how to introduce pets into your family.

Whether you're thinking of a dog, cat, bird, reptile or small animal, you can give them a lifestyle in keeping with yours with Habitat Haven's easy-to-assemble, safe modular enclosure systems and accessories.

You can see their safe healthy happy habitats for pets in selected pet stores as well as at consumer and trade pet shows across North America. Remember, trade shows are only for vendors and retailers; consumer shows are open to the public, including children. Visit [www.habitathaven.com](http://www.habitathaven.com) for more information.

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Habitat Haven is home of The Cat's Den, founded in 2003 by president Kris Kischer. It provides pet owners across North America with solutions for a wholesome pet lifestyle: innovative pet enclosure systems and accessories. For product information or to order, call 1-866-484-0644, fax 1-416-466-0087, or visit us online at [www.habitathaven.com](http://www.habitathaven.com).

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