



Guinea Pig Secret Agent Movie Is Not A Licence To Buy – UK's Leading Pet Care Retailer Advises Against Impulse Pet Purchases

Parents are being urged to send their kids to pet school this summer as the UK's leading pet care retailer prepares for a huge surge in interest of all things guinea pig, with the launch of the blockbuster movie G-Force. The film, which features a team of elite undercover guinea pig agents, looks set to make the cute, sociable animals the most desired pet of the year but parents and kids alike need to understand how to care for them properly before deciding to give them a home.

To coincide with the launch of G-Force, Pets at Home stores will be holding free guinea pig workshops on Saturday 8th and Sunday 9th August, giving kids the chance to learn from the experts in-store and meet the real animals face-to-face. But most importantly they can decide if guinea pigs are the right pets for them and learn how to care for these lovable creatures responsibly.

Workshops on a variety of pets are also being held in all Pets at Home stores on Tuesdays and Thursdays at 3pm throughout the summer holidays.

Pets at Home have seen before the impact that high profile film releases can have on customers. Movies like Ratatouille and the launch of another Disney film, Bolt, have all led to an increase in customer enquiries around the animals in the starring roles.

Pet Manager for Pets at Home, Mark Smith, explains: "Whilst we're sure people of all ages will fall in love with the furry cast of G-Force and guinea pigs do make great pets for kids, we think it's absolutely vital that anyone thinking about getting a new pet knows what to expect. From the fact that they're highly sociable and like to live with other guinea pigs, to the importance of a balanced diet and careful handling, there's a lot to learn before deciding to take them on as pets."

“Whilst we don't stock night vision goggles and aqua scooters, we have a wide range of products specially designed to keep your guinea pigs happy and healthy.”

At the end of the workshops, children can also take part in 'Picnic Time', an interactive learning session where they can watch the pets being fed their healthy afternoon snacks and learn about their feeding habits.

Picnic Time takes place every weekday afternoon at 4pm, and at 2.30pm on Saturdays and Sundays.

To find your nearest Pets at Home store, log on to www.petsathome.com/store locator

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Notes to editors:

Pets at Home offers great products, tips and advice to keep your pet happy and healthy. From specialist pet food to toys and training aids, there is everything a pet owner could wish for and more.

There are over 230 Pets at Home stores across the UK. To find your nearest store and for further information log onto www.petsathome.com

If you or a colleague want to attend one of the workshops, please contact Suzi Burns at Biss Lancaster on 0161 234 9775 or email Suzi.Burns@bisslancaster.com

G-Force is released in cinemas on 31st July cert PG

Pictures from the film can be downloaded from www.image.net