



26 September 2011

## **CALM GUIDANCE FROM PETS AT HOME DURING THE FIREWORKS SEASON**

Pets at Home stores held free in-store events this weekend to raise awareness on how to keep your pet calm before the busy Halloween and fireworks season begins.

The events emphasised the importance of looking after pets during this explosive season as they can become stressed and fearful when fireworks are lit.

Maeve Moorcroft MVB MRCVS, head of pets at Pets at Home, said: "Nervous dogs and cats react in different ways and need different kinds of support to keep them feeling calm and at ease.

"During firework displays nervous dogs can: tremble and shake, cling to their owners, bark excessively, cower and hide behind furniture, try to run away, soil their surroundings, pace and pant or refuse to eat.

"Whereas cats can cower and hide behind or on top of furniture, try to run away, soil their surroundings and can also refuse to eat."

During the event in-store teams at Pets at Home provided top tips on how to keep your pet comfy over the fireworks season.

Maeve added: "If a fireworks display is taking place outside, keep your pets inside making sure all windows, doors and cat flaps are securely closed and the curtains drawn."

Pets at Home sell a range of sprays and plug-in diffusers which use pheromone treatment to keep your pet feeling safe and secure during stressful times, such as fireworks. These include Feliway for cats and DAP® for dogs.

**Other top tips for cats and dogs include:**

- **Provide extra litter trays for cats if they're not used to being inside**
- **If you have a nervous dog, you can prepare a 'den' for them that contains healthy food, treats or toys, so they have somewhere to hide during the fireworks**
- **Cats usually prefer to be left on their own to cope when they feel distressed**
- **In the run up to fireworks night, try to walk your dog when it is still light**
- **Provide distractions during periods when fireworks are occurring e.g. Turn on the television, play music with drumbeats to help mask the sound of fireworks or engage in an activity with your pet**
- **Ignore fearful behaviour, such as panting, shaking and whining. Your pet may pick up on your anxiety which could make the problem worse**
- **DO NOT punish your pet. This will only make your pet more distressed**
- **Make sure the environment they are in is safe and secure at all times**

**-Ends-**

For further information please contact Claire Boyd at Euro RSCG PR on 0161 236 2277 or email [claire.boyd@eurorscg.com](mailto:claire.boyd@eurorscg.com).

**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 more than 290 Pets at Home stores across the UK. To find your nearest store and for further information log onto [www.petsathome.com](http://www.petsathome.com)

Winner of Speciality Retailer of the Year and Employer of the Year at the Retail Week Awards 2010.