RABBIT WORKSHOPS RAISE AWARENESS AT PETS AT HOME <<AREA>>

To coincide with Rabbit Awareness Week (4-12 May) Pets at Home in <<area>> is holding a series of free workshops on how to care for rabbits responsibly.

Rabbit Awareness Week (RAW) is an annual event, where rabbit experts, such as vets, pet retailers, welfare charities and manufacturers, work together to raise awareness of rabbit care and welfare.

This year’s RAW highlights the importance of hay in a rabbit’s diet and the associated risks of feeding rabbits a muesli diet, which can lead to them suffering from dental and digestive problems.

To support the event, Pets at Home in <<area>> is holding workshops at 12pm on Saturday 4 and Sunday 5 May and Saturday 11 and Sunday 12 May.

The highly trained store team will be on hand to provide information and advice on how to keep pet rabbits healthy and happy.

Store manager <<name>> explains: “Rabbits make rewarding pets for adults and supervised older children. They are highly intelligent, social, interactive, and fun creatures with very individual and distinct personalities. Rabbits often live to more than ten years old, so having a rabbit as a pet is a long-term commitment.

“Our RAW workshops this year will focus on diet, as getting this right is vital to ensure your rabbit is happy and healthy.”

Pets at Home in <<area>> has recently stopped selling rabbit muesli as a result of ground-breaking new industry research conducted by The University of Edinburgh and
Burgess Pet Care, which has shown that rabbits fed on a muesli diet are more likely to suffer from dental and digestive problems.

Store manager <<name>> continues: “We want to raise awareness of the importance of giving your rabbit the right diet to keep its teeth and digestive system healthy, that’s why we’re urging owners to feed their rabbits a diet of mainly hay and/or grass, with some leafy greens. A small, measured ration of good quality pellets/nuggets can also be fed each day.

“We advise making hay the biggest part of a rabbit’s diet, at least 80% of their daily intake, with fresh leafy greens and nuggets making up the remaining 20%. Fresh water should also be available at all times.

“However, any changes to your rabbit’s diet should be done gradually so as not to cause digestive upset – ideally over a two-week period.”

The store is currently phasing out rabbit muesli to allow customers the fourteen days needed to make the transition onto nuggets.

For more advice or information please speak to one of Pets at Home’s trained in-store colleagues and ask to see the leaflet ‘Muesli and your rabbit’s diet’. Further research is available at www.rabbitawarenessweek.co.uk.

ENDS

For more information please contact Pets at Home PR team on 0161 236 2277 or prpets@havasww.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 345 Pets at Home stores across the UK. Log onto www.petsathome.com to find your nearest store and for further information.

Pets at Home are proud winners of The Sunday Times Top 25 Best Big Companies to Work for in 2013.