

Articles for (unit of study) Public Relations Writing PRJ1220 at (institution) Monash University, Caulfield

Articles fit into a ten-page brochure on increasing awareness of animal practices for the RSPCA

All four-legs of the journey

Time spent travelling is often noted as being among the most enjoyable experiences in a person's life, so it is understandable that if you're an animal enthusiast, these times can be made even more satisfying with the presence of your much-loved pet. However, when travelling it is important to keep in mind that pets need to experience as high a level of care as they would at home for both the health and the wellbeing of your animal.

If you are planning on having your pet accompany you on holiday it is as integral to plan each facet of the trip for them as you would for yourself. When thinking about how you could best ensure that your pet is cared for while you are away together, you should be asking yourself questions such as; "Which pet supplies will I need to include in my luggage?" and "Will my animal be secure in my accommodation setup?"

Such pre-thoughts can be fundamental to guarantee the safety of your pet and the enjoyment of your journey. One tip to secure the health of your pet is to make sure that their vaccinations are up to date before you leave, this will also assist in avoiding bulky emergency veterinary bills while away from home.

For a full fact sheet on pet travel, please visit;

http://www.rspca.org.au/admin/resources/17_travelling_with_pets.pdf

Shelter Skelter

Many people, including those who are ready to welcome a pet into their homes are unaware that the RSPCA receives well over 100,000 animals into their shelters on a yearly basis. Animal shelters are an integral part of every community, offering a temporary home and first-rate care to animals who have, much of the time, been let astray due to the negligence of their owners.

Whilst the RSPCA assists in finding many of these animals suitable housing and care with new, more appropriate owners, each year there are many animals who, unfortunately, are not given such opportunities. These are animals who are

available to be adopted out to loving and caring homes and people but sadly are euthanized.

If you are thinking about welcoming a new pet into your life, why not make RSPCA's animal shelters your first point of call? There are many benefits of purchasing your new pet from an RSPCA shelter; all pets which are available for adoption are given routine health and temperament tests to verify their suitability as pets. Pets are also micro-chipped and de-sexed making it both more convenient and a sight less expensive to care for these animals who are always worthy of a new start.

Conveniently, you can now browse pets online using RSPCA's adoption website located at <http://www.adoptapet.com.au/>