

For immediate release
2 August 2002

**GIVE YOUR 'BEST FRIEND' A BREAK FROM 'A DOG'S LIFE' IN THE
SUMMERTIME SAYS CHURCHILL INSURANCE
Pets too can suffer from sunburn!**

Summertime can cause all sorts of problems for dogs - heat exhaustion, or picking up seeds in their paws and ears from long grass or even snake bites and sun burn. And with many pet owners taking their pooches away on holiday in the UK*, where the pets will probably spend more time outside and often in unfamiliar surroundings, they could be faced with an unplanned visit to the vet.

Kay Gorman of Churchill Insurance, said: "We know how much Brits love their dogs and it isn't uncommon for people to take their dogs with them if they're holidaying in the UK. However, whilst dogs enjoy running around outdoors, the summertime can cause additional problems for them."

Whether you're on holiday with your canine friend or just enjoying the hot weather at home, Churchill advises a few simple precautions which can help avoid costly vet bills:

- Heat stroke can be fatal and pets should **not** be left unattended in an unventilated vehicle.
- They should have plenty of shade wherever they are –whether indoors, a car, conservatory or garden.
- Protect your pets from sunburn by applying high factor sun lotion on their noses and ears
- Fresh water should always be available.
- During the summer, owners should constantly check their dogs' ears and paws for grass seeds and watch out for any tell tale signs of excessive licking and scratching. Ensure that your pets are groomed at least once a day.

- Snakebites, whilst uncommon, can still present a danger in some areas. (Last year for example, Poppy a two-year-old Golden Retriever was bitten by an adder and needed urgent veterinary treatment - costing £155.)

“Pet insurance is one way to combat unexpected costs whilst giving pet owners the peace of mind that their beloved pets will receive the prompt treatment they need,” said Gorman.

Churchill’s premiums start at £6.22 per month for a crossbreed cat and £8.33 for a crossbreed dog and cover includes:

- Vet’s fees up to £3,000 for each course of treatment, including hospitalisation and alternative medicine such as acupuncture and homeopathy
- Third party liability cover up to £2 million
- Accidental death payment of up to £750
- Up to £750 for the cost of advertising & offering a reward for stolen or strayed pets
- Up to £750 for the cost of emergency kennelling if you or your partner suddenly has to go into hospital.
- Up to £750 for the cost of cancelling or cutting short your holiday because your pet has gone missing or needs immediate surgery.

- ENDS -

For more information please contact:

Marie Dyne
Churchill Insurance
020 8313 5830
pressoffice@churchill.com

Beverley Aujla/Georgina Dunlop
Lansons Communications
020 7294 3683/ 020 7294 3693
beverleya@lansons.com/
georginad@lansons.com

NOTES FOR EDITORS

*Churchill's Pet Insurance cover is available in Great Britain, Northern Ireland, Isle of Man and Channel Islands.

Churchill Insurance Group plc

Churchill is UK's 5th largest general insurer* with a customer base of 7 million and 7,000 staff. The group includes NIG (National Insurance and Guarantee), Devitt Insurance Services Limited and Inter Group Insurance Services and Prudential's General Insurance operation.

In the 2002 'Your Money Direct Awards' Churchill won - Best Direct Motor Insurance provider and Best Internet Motor Insurance Provider.

Churchill offers **pet** insurance and also underwrites private **car**, **home** and **travel** insurance.

Pet	0800 316 9844
Car	0800 200 300
Home	0800 200 345
Travel	0800 026 4050

Churchill can be visited on the net at - www.churchill.com

Churchill is part of the Credit Suisse Group, one of the world's leading global financial services companies with current assets under management of over £619 billion and 80,000 staff worldwide.

* excluding international business