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## FOR IMMEDIATE RELEASE

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### **CVMA Encourages Pet Owners to Show Some Extra Love and Care This February** *Chicago Veterinary Medical Association promotes pet appreciation ideas*

During the month of February, many of us shower those we care about with some extra love and attention. It's also a great time to include pets in our celebrations since they're some of the most loyal companions we'll ever meet. So, as you're making those Valentine's Day plans, The Chicago Veterinary Medical Association (CVMA) wants to remind pet owners that pets also love extra attention, pampering and care.

"February is a great time for sharing love with all those we care about; family, friends and of course our pet family members. Take time this month to shower your pets with love and attention while also attending to some key pet health responsibilities. February is National Pet Dental Month, so take time attending to those pearly whites in addition to keeping up with your pet's preventative medicine." said Dr. Marina Jaworsky, CVMA Board President.

Here are some ways to show your pet some extra love and attention during the month of February:

- **Schedule a check-up** – It's important to get your pet to the vet for a check-up on a regular basis to ensure they're healthy and up to date on their vaccinations and being treated preventatively for fleas, ticks, heartworm, and any other health concerns.
- **Do a double check** – If your pet is microchipped, this is a great time to check your contact information that's listed in the database to make sure it's current. Also be sure that pet tags and collars have your current contact information. This is an important detail in helping quickly reunite you and your pet if your pet were to become lost.

- **Get active together** – Exercise is a vitally important aspect for both pets and pet owners. Get moving together, taking regular walks, playing fetch or engaging in other fun and movement-based activities. Not only does it keep your dog in good physical shape, but regular exercise also promotes mental well-being for both of you.
- **Take time for grooming** – Many dogs and cats enjoy being brushed, regardless of the length of their fur. Brushing helps stimulate natural oils in their coats and keeps their skin healthy, while removing dirt and loose or matted fur, which can be uncomfortable.
- **Try some at-home pampering** – Pets love their own cozy spaces at home surrounded by their favorite things. Offer a soft, pet-friendly blanket, try a comfy new dog bed, or find a fun chew toy that provides comfort to your pet, whether you're at home or away.
- **Select the best food for your pet's needs** – Like people, pets feel their best when they're eating healthy. Unfortunately, wading through all the options and the information that's available can be overwhelming. If you have questions about the best food for your furry friend, ask your veterinarian for a recommendation, taking into account your pet's age and specific dietary concerns.

CVMA wishes you and your pet a Happy Valentine's Day and hopes that these ideas spark some fun ideas for celebrating the special relationship you share.

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**About the Chicago Veterinary Medical Association:** Chicago Veterinary Medical Association is a professional network with a longstanding tradition that connects more than 1,000 veterinarians with comprehensive resources that support their continued development as champions of animal health while encouraging the fostering of the human-animal bond.

**About the Chicago Veterinary Medical Foundation:** The CVMF, established in 2009, is a 501<sup>©</sup>3 charity that works with Chicagoland veterinarians to provide financial assistance to pet families in need by helping with the costs of their pet's urgent, unexpected medical and surgical bills. The Foundation's work plays a vital role in strengthening the human-animal bond by helping sick and suffering pets get well again.