# Example Copy for Your Newsletter

America’s veterinarians are taking aim at reducing the rate of preventable diseases among cats and dogs by urging pet owners to schedule veterinary checkups at least once per year. Many practicing veterinarians are seeing increases in pet obesity, diabetes, kidney disease, arthritis, and heart disease among America’s pets – conditions that can shorten our pets’ lives. That is why pet health experts have partnered in a comprehensive effort to convince pet owners that annual checkups can help ensure that their pets live happier, healthier lives.

“Annual veterinary checkups are as important as food and love to a pet’s health and well-being,” said Ron DeHaven, DVM and Chairman for Partners for Healthy Pets. “Many pet owners are either too busy or just skip annual checkups. That’s why we are campaigning to urge pet owners to make annual checkups a habit and schedule at least one per year,” said DeHaven. He explained that only veterinarians have the training to identify and treat preventable diseases and conditions that can lead to better, less costly outcomes for pets.

“None of us want harm to come to our animals,” said DeHaven. “That’s why we’re urging pet owners to take the simple step of scheduling regular veterinary checkups for each of their pets. A checkup at least once a year is as important as food and love for your pet. Don’t miss the opportunity to do one of the most important things you can do for them.”