



www.DEATHROWPETS.net

Let's stop the oversupply and euthanasia of healthy pets

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**Managing Director
Sensis
Locked Bag 2910 Melbourne VIC 3001.**

Dear Sirs,

Misleading advertising on your Yellow pages website: Pet Shops

We are a lobby and action group dedicated to the removing the reasons for the unnecessary euthanasia of healthy animals in Australian Pounds and shelters.

You may be unaware that in Australia, around a quarter of a million healthy cats and dogs are killed UNNECESSARILY each year in pounds and shelters.

The reason is because there is an imbalance of supply and demand. Too many are bred and sold into the market, and there are not enough homes for them all. The excess are killed in pounds. It is a massive problem.

Many breeders, both legitimate registered breeders and mass production breeders regularly sell through pet shops, and media such as the Trading Post and on line sites such as yellow pages. So, unwittingly, your publications are part of the problem.

On your yellow pages site you say:

“If you're looking to purchase a pet, such as a cat or a dog, you might want to consider doing so from a local pet store. Pet stores typically offer benefits that cannot be offered from pet shelters, breeders, and / or other facilities that offer pets. For example, you might find at a pet store, you will receive different benefits along with your purchase such as a warranty, veterinarian vaccinations, free or discounted health check ups for your pets, free or discounted pet supplies, among other perks.

Even after you've purchased your pet, you'll need a reliable place to ensure that you're kept well stocked with food and other supplies. This is another reason that a good pet store will be handy. While you may be able to purchase a limited amount of supplies, etc. from a local department store; the pet store will generally be able to offer you more expertise, as well as a wider selection of product. For more information on Pet Shops available in your local area, try searching Yellow™.”

Presumably the pet shop industry wrote this for you, but it is wrong and misleading information designed to elicit people to prefer the purchase of pets through pet shops above other sources. This is misleading advertising and misrepresentation of the real situation.

There are plenty of non-pet shop sources – RSPCA, AWL, and many rescue agencies to which the majority of animal welfare organisations would rather point the public to get their animals.

We know your business is to sell advertising space, but we would ask you to provide a more neutral and less misleading introduction to that category.



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We and other organisations lobbying for change strongly advise the public not to support pet shops that sell animals. We are not against pet shops – just those that sell live animals and thus contribute to the pet over-population problem. You should also know that there are many fantastic pet shops that do not sell live animals by choice, so you are not addressing the total market in your introduction.

I would offer an alternative to you:

~~*“If you're looking to purchase a pet, such as a cat or a dog, you might want to consider doing so from a local pet store. Pet stores typically offer benefits that cannot be offered from pet shelters, breeders, and / or other facilities that offer pets. For example, you might find at a pet store, you will receive different benefits along with your purchase such as a warranty, veterinarian vaccinations, free or discounted health check ups for your pets, free or discounted pet supplies, among other perks.*~~

“If you own a pet or have recently purchased one, you will need a reliable place to ensure that you're kept well stocked with food and other pet supplies. While you may be able to purchase a limited amount of supplies, etc. from a local department store; your local pet store will generally be able to offer you more expertise, as well as a wider selection of product and ideas. For more information on Pet Shops available in your local area, try searching Yellow™.”

That's all you need to say.

I would hope that Sensis as a respected Australian organisation would like to play a part in stopping the terrible community problem that exists through pet over-population, or at the very least not be seen to be part of the problem.

We have been asked to contact Fair Trading with this issue, but I would prefer to see if you are able to make some positive changes without outside intervention.

You can get more information about the problems from www.deathrowpets.net

Please can you advise me what you are prepared to do about this situation? Thank you.

Yours Sincerely

Paul Archer

www.deathrowpets.net

Please reply to info@deathrowpets.net or PO Box 292 Frenchs Forest NSW 1640