



the new
children's
museum



For immediate release

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news release

FUTUREVET® PRESENTATIONS FEATURED AT THE NEW CHILDREN'S MUSEUM TO EDUCATE LITTLE PET LOVERS

Banfield® Pet Hospital Sponsors Interactive Presentations, April 28, July 28 and October 20

San Diego, CA (March 22 2012)—The New Children's Museum is partnering with Banfield Pet Hospital for special presentations that provide an opportunity for kids and families to experience the exciting world of veterinary medicine. If your child dreams of growing up to be a pet doctor, you don't want to miss this one-hour interactive presentation. It's a chance to meet and interact with a registered therapy dog! Presentations will be held from 11am-12pm on April 28, July 28, and October 20.

"Many children dream of becoming a veterinarian when they grow up and they are never too young to learn about responsible pet ownership and proper preventive care for pets," said Karen Johnson, DVM, vice president and client advocate for Banfield Pet Hospital. "That is why we developed FutureVet, an interactive presentation allowing children to learn about the anatomy of animals through anatomical models, x-rays, case studies and fun learning activities."

FutureVet was developed by Banfield to help encourage children and young adults to pursue careers in pet health and medicine. During these presentations, children will have the opportunity to meet a therapy dog from the Delta Society and engage in a "Question and Answer" period about pets, the role of a veterinarian as well as learn about caring for their own pets.

"We are grateful to Banfield Pet Hospital for sponsoring these educational presentations," said Executive Director Julianne Markow. "At NCM, we focus on inventive and engaging experiences and these interactive presentations encourage children to practice compassion while thoughtfully caring about others—all through their love of pets."

ABOUT THE NEW CHILDREN'S MUSEUM

The New Children's Museum is a dynamic new model of a museum that provides inventive and engaging art experiences that are meaningful to children and families. NCM brings families together in a rich educational environment that fosters creativity — blending elements of art museum, children's museum, and community center.

A non-profit institution funded by admissions, memberships, and community support, the Museum stimulates imagination, inquisitiveness and innovative thinking by exhibiting participatory works of art by contemporary artists and providing a venue for art making and play. Serving all ages, from toddler to teen, NCM inspires new ways to see the world through the language of art. To learn more, visit thinkplaycreate.org/pressroom.

ABOUT BANFIELD PET HOSPITAL

Founded in Portland, Ore., in 1955, Banfield has become the largest general veterinary practice in the world, with more than 800 hospitals in neighborhoods across the United States. More than 2,400 veterinarians at Banfield are committed to giving pets the highest quality of veterinary care. Banfield

hospitals offer a full range of comprehensive medical services, computerized medical records, preventive care plans for pets and extended operating hours. Banfield Pet Hospital helps extend the lives of millions of pets each year through Optimum Wellness Plans®. For journalists seeking more information, please visit our press room at <http://www.banfield.com/press-room> or contact our 24-hour Media Hotline at 888-355-0594.

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