

## media release

### **Tradingpost.com.au and RSPCA Adoptapet join forces to help pets find a home**

Thousands of dogs and cats soon will have a better chance of finding a family thanks to a new partnership between the RSPCA and Australia's No 1 classifieds site, tradingpost.com.au, to offer online pet adoptions.

Michael Padden, Head of Telstra Advertising Network said customers visiting tradingpost.com.au will be able to browse ads for rescue animals in addition to the thousands of pets for sale by private and commercial customers, making it easier than ever before for homeless pets to be adopted.

"With so many animals looking for new homes, we're delighted to be providing the RSPCA with a new channel to promote animal adoption," Mr Padden said.

"Tradingpost.com.au is already the largest marketplace for pets in Australia, with more than 3.8 million visits to the site each month<sup>1</sup>, and the new partnership with RSPCA means that there will be an additional 2,500 cats, dogs and other pets listed on tradingpost.com.au making the total number of pets available in excess of 10,000." Mr Padden said.

Kellie Rutherford, Partnership Relationship Manager for RSPCA Australia said around 45,000 animals are adopted from the RSPCA each year.

"By partnering with tradingpost.com.au we can put our adoption animals in front of a broader audience and hopefully find these animals their forever homes."

RSPCA is one of the top five charity giving partners for Telstra's payroll giving program.

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<sup>1</sup> Nielsen Net Ratings Market Intelligence report, January-August 2011

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## **About RSPCA**

The RSPCA is Australia's leading animal welfare charity working to prevent cruelty to animals by actively promoting their care and protection.

Each year the RSPCA in its Shelters and Adoption Centres cares for more than 150,000 stray, injured and abandoned animals right across Australia. Where possible these animals are given a second chance through the RSPCA's adoption program. Each year around 45,000 animals are adopted from the RSPCA.

The RSPCA's website Adoptapet lets you view some of the animals waiting adoption at RSPCA locations across Australia. Browsing through Adoptapet, you'll see that many wonderful pets find their way to the RSPCA for a number of different reasons and all are thoroughly health checked and temperament tested before being offered up for adoption by the RSPCA.

For more information visit [www.adoptapet.com.au](http://www.adoptapet.com.au) or [www.tradingpost.com.au](http://www.tradingpost.com.au)

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