Press Release

# #LawsforPaws campaign launched in the fight to achieve Pet Theft Reform

[Your business name and description] is joining forces with K9 Nation, a community for dogs owners and dog friendly businesses, in a new #LawsforPaws Dogs Deserve Justice campaign. The campaign aims to bring together dog businesses from all over the UK, in a bid to achieve Pet Theft Reform.

The theft of a pet dog is an incredibly difficult and traumatic experience for the owners. But under current law, it is covered under the Theft Act, and is treated in the same way as the theft of a laptop or television.

The proposed Pet Theft Reform would give courts access to appropriate custodial sentences to act as a deterrent, provide punishment, and protect the public.

[Your name as business owner], said: “We are incredibly proud to take part in his campaign to help raise awareness of the issue. The whole dog business community really cares and are all so desperate to lend their support to help tackle this problem.”

Becky Baker the founder of K9 Nation said “There is some great work already being done in the form of The Theft Reform Campaign and the organisations behind it, including Dog Lost and the Stolen and Missing Pets Alliance. We don’t want to dilute the focus on what’s already being done, but we do want to help harness the energy of the dog business community so they can educate their customers and amplify the message.”

[Your business name] as well as dog businesses all over the UK will be encouraging their customers to get involved to help support the campaign by writing to their local MP, helping to raise money for the great work that Dog Lost does, and signing the latest Government petition. More information can be found on the campaign homepage <https://k9nation.dog/lawsforpaws/>

The number of dogs reported stolen in the UK increased by 170%, from 172 in 2019 to 465 in 2020 – and that figure is rising.

Ends.