

Ferraris Make Cheaper Christmas Gifts Than Puppies

A pet publishing company has taken the unusual step of suspending one of its own websites in the run up to Christmas and have replaced it with an eye-opening insight into why owning a dog can cost more than owning a Ferrari for Christmas.

([PRWEB](#)) December 20, 2003 --K9 Media Solutions Ltd who publish The UK Dog Breeder Directory (www.breederdirectory.co.uk) have received hundreds of emails and calls of support following the decision to temporarily remove the website, a move prompted through concern for people who may try and use the site to purchase puppies as Christmas gifts.

Instead of visitors being presented with information on breeds and breeders, they are now advised that the cost of owning a dog throughout the course of its natural life is in excess of £8,000, more than ten times the cost of hiring a Ferrari as a Christmas day gift.

K9 Media Solutions Managing Director, Ryan O'Meara explains:

"We never cease to be shocked and appalled by the number of people who ignore the warnings every year and go out and purchase a puppy thinking it will make an ideal family gift."

"We have spent years educating people as to why Christmas is not a good time to get a dog and why giving a dog to someone as a gift at Christmas is foolish."

"Our concern that people may use our website at this time of year to try and purchase a puppy as a last-minute gift lead us to suspend the site until after the Christmas period."

"Over the past four years, we've done a lot of research into the type of person who thinks getting a dog as a Christmas gift is a good idea. Usually it's a father or male of the household who has left their Christmas shopping too late and needs a quick-fix solution that will please the whole family in one fell swoop and won't cost too much to buy."

"We take the view that you have to appeal to people's pockets rather than their common sense at Christmas time because it's obvious that year in year out some people will still ignore the 'Dog Is For Life Not Just For Christmas' message."

Every year animal shelters are inundated with pets who have been given as unwanted Christmas presents.

The UK Dog Breeder Directory website will return after the Christmas festivities and anyone thinking of becoming a dog owner in the New Year is encouraged to use The UK Dog Breeder Directory to research and communicate with reputable dog breeders.

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For editors:

K9 Media Solutions Ltd is a UK-based media and publishing company who own and operate a network of 24



pet publishing brands and have a worldwide audience of 4.7m pet owners.

Ryan O'Meara is available to discuss the problem of people buying pets at Christmas as well as the company's unique methods of trying to discourage the practice.

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Online Web 2.0 Version

You can read the online version of this press release [here](#).