

MORE TH>N DONATES £1 MILLION FOR THE RSPCA

Pet insurer MORE TH>N is delighted to announce that today marks a staggering £1 million in donations to the RSPCA. This milestone has been reached by the insurer donating in a number of ways but primarily through 50p for every pet insurance policy bought by its customers since the insurer started partnering with the charity three years ago. MORE TH>N also donates six weeks of free pet insurance cover for every dog and cat rescued from an RSPCA centre and an additional £20 if the policy is taken up and when it renews.

The money donated will go towards the rescue, rehabilitation and rehoming of the UK's unwanted pets, and the RSPCA could spend it in a number of ways, such as:

- £48,000 pays to train a RSPCA inspector which will help fight animal cruelty on the front line
- £58,000 pays to keep a RSPCA inspector on the road for a whole year
- £22,000 trains five veterinary nurses
- £2,000 pays for a dog's food for a whole year in one of the charity's centres
- £68,000 pays the annual bills for one of the RSPCA's animal hospitals
- £475,000 pays to run one of the charity's rehoming centres for an entire year

The full £1 million donation is enough money estimated to pay for the RSPCA to rescue, care for and rehome 1,500 dogs from puppy farms.

Chris Bainbridge, pet product manager at MORE TH>N, commented, 'We always try to encourage responsible pet ownership through our campaigns so having the RSPCA as our charity partner is a great fit. Hitting this significant milestone is something our customers and staff are really proud of and we will continue to raise as much money as we can for this fantastic, worthwhile cause.'

Sam Gaines, leading pet specialist at the RSPCA, added, 'It's amazing that MORE TH>N has raised £1 million for the vital work we do at the RSPCA. Every year we rescue, rehabilitate and rehome thousands of pets who have been neglected and

cruelly treated and we wouldn't be able to help any of those animals without generous donations like this one. The RSPCA relies totally on public support to maintain its activities and by raising money MORE TH>N, its staff and customers join millions of animal lovers from across the nation, determined to stop animal cruelty and neglect.”

Rob Flynn, managing director at MORE TH>N, also said, “Our partnership with the RSPCA reflects our commitment to taking care of our customers’ pets. We are pleased that, on behalf of our customers and our people, we have been able to make such a substantial contribution to this remarkable charity and our proud to know that the funds we have donated will enable them to continue caring for and rehoming thousands of cats and dogs.”

To help the RSPCA continue rescuing, rehabilitating and rehoming animals in desperate need of care please visit: www.rspca.org.uk/give or text LOVE to 87023 to give £3 (Text costs £3 + one standard network rate message).

-ENDS-

MORE INFORMATION: Contact 020 7234 9150 / morethan@cowpr.com

Notes to Editors

About MORE TH>N

MORE TH>N is the direct financial services arm of RSA. Established in 2001, the company offers car, home, pet, business and travel insurance.

About RSPCA

The RSPCA has been preventing cruelty and promoting kindness to animals for almost 200 years and is the oldest animal welfare charity.

We find new homes for around 50,000 animals every year. To find out more about our work visit our website.

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Dog information

Jake- Jack Russell x Chihuahua - 4 years old, arrived at the centre after he was brought in by an inspector, now up for rehoming

Kiwi- Beagle – 5 months old, was found tied to a tree and then signed over by owners, now on reserve to a family

Jasper- Sprocker - 10 months old, was brought in after his owner believed he would be better suited to a working home