

The National Council of SPCAs re-issues the media statement below in the light of the imminent release of the movie *Marley and Me*.

MARLEY AND ME

PLEASE DON'T BASE ADOPTION DECISIONS ON A MOVIE

The National Council of SPCAs (NSPCA) appeals to everyone not to rush out and try to adopt a Labrador as a result of seeing the movie Marley and Me.

“It has happened before,” says NSPCA spokesperson Christine Kuch. “When Jock of the Bushveld came out, there was a sudden and dramatic increase in the demand for Staffies. We call recall what happened when the Dalmatian movies came out. So many people wanted Dalmatians without realising their needs. Sadly certain animal traders were quick to exploit this trend. Even sadder was the number of these dogs being handed to SPCAs shortly afterwards because people simply didn’t have the time or the means to care for them.”

“Basing your choice of dog on a movie just doesn’t work. Impulse adoptions are not recommended. That is, when after seeing a movie, a sudden decision is made to go out and get a dog like the one in the film. Basing a choice of companion animal on looks isn’t sensible either but above all we ask people to be responsible.”

“Already one SPCA has received enquiries about Labradors, based simply on the movie’s pre-publicity. If this is the reaction before the movie is on circuit then we have quite a task ahead of us. People have to realise that the adoption of any pet is a lifetime’s commitment to the animal and it costs money.”

It is ironic that this trend is emerging at a time when economic realities are being faced and are affecting animals. SPCAs are experiencing pets being handed in because owners simply cannot afford to keep them.

There is no question that Labradors are delightful, loyal and wonderful companion animals. The NSPCA does not wish to discourage responsible adoptions in any way. If anyone wishes to adopt, discuss it fully, ensure you have the financial means to support the animal adequately for the rest of its life and then why not call in at your local SPCA to meet your next best friend.

Ends