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Association of Pet Behaviour Counsellors re-brands with new logo

The Association of Pet Behaviour Counsellors (APBC) has re-branded with a new logo to better represent the organisation. Pet ownership has changed over the lifetime of the APBC, with many more species being kept beyond the traditional dog, cat and rabbit. Additionally, owners have increasingly understood that all species can exhibit undesirable behaviour which can be prevented or, if developed, helped by advice from behaviour experts. Many members of the APBC work with such non-traditional animals – from dogs and cats through to small furrries, horses, reptiles, birds, livestock and all other animals in between. The new logo highlights a wide a range of species to show what the APBC, as an organisation, offers in terms of support to owners and the veterinary profession.

Dr Anne McBride, Chair of the APBC, says: “Our new style of logo better reflects the diversity of animals APBC members work with whilst maintaining the well-known ‘feel’ of the branding. Our international network of experienced and qualified behaviourists work with a whole host of different animals - supporting owners and veterinary colleagues, lecturing, teaching, providing expert witness work, and writing articles about the animals in which they specialise.”

ENDS



Notes for editors:

The Association of Pet Behaviour Counsellors (APBC) is an international network of experienced and fully qualified pet behaviour counsellors who work on referral from veterinary surgeons to treat behaviour problems in dogs, cats, rabbits, horses, reptiles, parrots and other animals. APBC members offer the time and expertise necessary to investigate the causes underlying unwanted behaviour in pets, and provide practical treatment plans that are suitable for owners’ circumstances. The APBC also runs events for animal behaviourists, vets and members of the public interested in the field of pet behaviour therapy. For more information visit www.apbc.org.uk; or contact Rosie Bescoby, Press & Media Officer: events@apbc.org.uk