

Make Mine Chocolate!™

- Press Release -

‘MAKE MINE CHOCOLATE!’™ THIS EASTER!’

As the spring approaches and we start to think of Easter, the idea of buying your little ones a cute fluffy pet rabbit is never more appealing... However, according to the Rabbit Welfare Association and Fund (RWF) many impulse purchases of rabbits end up in tragedy with new figures revealing that over 35,000 rabbits are currently abandoned into rescue centres. Similarly, if they are not abandoned many others suffer a life of solitary confinement at the bottom of the garden as the owner becomes bored with their purchase. To put pay to this growing problem the RWF, in conjunction with The Hay Experts, have launched the ‘*Make Mine Chocolate!*’ campaign to warn against the impulse buying of rabbits as pets and encourage an alternative Easter gift this year.

Rabbits are an extremely big commitment and require just as much time, effort and love as cats and dogs do. A well cared for healthy rabbit can live for up to 10 years or more providing it has the correct diet, adequate sized housing, regular health checks and lots of space to ensure plenty of exercise. As many pet owners do not understand the complexities of owning a rabbit the **Make Mine Chocolate!** campaign sets out to encourage people to buy chocolate or cuddly bunnies instead of impulse buying the real thing. For those who are already bunny owners, the campaign will help them to understand more about what is needed to care for a rabbit correctly.

Supported by leading animal charity, The RSPCA, the campaign has really struck a chord with animal loving organisations. Says Martyn Hubbard, Regional Superintendent RSPCA, “Many owners take on a rabbit on a whim and are ignorant of the animal’s needs and requirements. The RSPCA wants to make people aware of the time, commitment, money and specific care that rabbits require and deserve”. Other supporting charities include Wood Green Animal Shelters, Dean City Farm and Bobtails Rabbit and Guinea Pig Rescue to name but a few.

Says Anne Mitchell, Trustee of the Rabbit Welfare Association and Fund, “With so many uncared for and abandoned rabbits in this country we hope the **Make Mine Chocolate!** campaign will raise awareness of overall rabbit welfare. We want to encourage potential rabbit owners to think of the responsibilities involved before purchasing, and if it’s too bigger commitment why not have a chocolate rabbit instead!”

The campaign also has support from a number of high profile celebrities; Strictly Come Dancing Champion Tom Chambers is happy to lend his name to the campaign. Tom has two rabbits, Winston and Clemmie, who live alongside him and his wife as well trained house rabbits - they are part of the family!

For further information, or to become a partner or a supporter, log on to www.makeminechocolate.co.uk

- Ends -



Make Mine Chocolate!

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