



Media Contact:  
Lisa Hockensmith  
Hartville Group Inc. / ASPCA Pet Health Insurance  
330-484-9746  
Cell: 330-309-2233  
[lisa.h@hartvillegroup.com](mailto:lisa.h@hartvillegroup.com)

## FOR IMMEDIATE RELEASE

**Hartville Group Sponsors 2010 ASPCA Humane Awards Luncheon**  
*New York City event celebrates the significant role that animals play in human lives  
by honoring heroic deeds*

**CANTON, Ohio (Nov. 10, 2010)** — The Hartville Group, Inc., a leader in the US pet health insurance industry, is sponsoring this year's ASPCA® (The American Society for the Prevention of Cruelty to Animals®) Humane Awards Luncheon.

The ceremony, from noon to 2 p.m. on Thursday, November 11 at the Pierre Hotel in New York City, will recognize animals who have demonstrated astonishing efforts to help human companions, as well as individuals who have made a major impact on the lives of animals during the past year. This year's winners include a former shelter dog that saved earthquake victims in Haiti and a team of firefighters who saved 30 dogs and cats from a pet store fire.

The ASPCA selected winners for six awards, including ASPCA Dog of the Year, ASPCA Cat of the Year, ASPCA Tommy P. Monahan Kid of the Year, ASPCA Public Service Award, ASPCA Henry Bergh Award and ASPCA Presidential Service Awards.

"We're proud to honor the ASPCA and this year's winners by sponsoring the Humane Awards Luncheon for the third consecutive year," said Dennis Rushovich, CEO of the Hartville Group. "We applaud this year's winners, as well as the ASPCA, for their remarkable achievements in the service of animal welfare."

The Hartville Group provides pet health insurance through its subsidiary Petsmarketing Insurance.com Agency, Inc., under the brands ASPCA Pet Health Insurance, Hartville Pet Health Insurance, and the Petshealth Care Plan. The Hartville Group offers ASPCA Pet Health Insurance through a strategic partnership with the ASPCA.

For more information about the 2010 ASPCA Humane Award winners, visit <http://www.asPCA.org/pressroom/press-releases/101110.html>.

### **About Hartville Group:**

Based in Canton, Ohio, the Hartville Group, Inc. was founded in 1997 and is one of the largest providers of pet health insurance in the U.S., offering pet insurance through its subsidiary Petsmarketing Insurance.com Agency, Inc. under the brand names ASPCA Pet Health Insurance, Hartville Pet Insurance and Petshealth Care Plan. Hartville Group provides ASPCA Pet Health Insurance through a strategic partnership with the ASPCA® (The American Society for the Prevention of Cruelty to Animals®). Hartville Group's Petsmarketing Insurance.com Agency, Inc. subsidiary is authorized to offer property and casualty insurance in all 50 states

plus the District of Columbia. Plans are underwritten by the United States Fire Insurance Company. For more information about the Hartville Group, visit [www.hartvillegroup.com](http://www.hartvillegroup.com). For more information about ASPCA Pet Health Insurance, visit [www.aspcapetinsurance.com](http://www.aspcapetinsurance.com).

### **About the ASPCA®**

Founded in 1866, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) is the first humane organization established in the Americas and serves as the nation's leading voice for animal welfare. One million supporters strong, the ASPCA's mission is to provide effective means for the prevention of cruelty to animals throughout the United States. As a 501(c)(3) not-for-profit corporation, the ASPCA is a national leader in the areas of anti-cruelty, community outreach and animal health services. The ASPCA, which is headquartered in New York City, offers a wide range of programs, including a mobile clinic outreach initiative, its own humane law enforcement team, and a groundbreaking veterinary forensics team and mobile animal CSI unit. For more information, please visit [www.aspca.org](http://www.aspca.org).

To become a fan of the ASPCA on Facebook, go to <http://www.facebook.com/aspca>. To follow the ASPCA on Twitter, go to <http://www.twitter.com/aspca>.

###