



AMERICAN  
KENNEL CLUB®

*AKC® Registrations—A Great Value for Puppy Buyers,  
A Great Investment in Breeders*

Dear AKC Breeder:

Thank you for registering your litter with the American Kennel Club.

Puppy buyers who register their ownership with the AKC receive over \$125 in direct benefits, including a **Complimentary 60-Day Trial AKC<sup>SM</sup> Pet Healthcare Plan!**\*

Available only at registration, new owners activate the trial coverage at no cost or obligation. This means that:

- With up to \$1,500 maximum for unexpected accidents or illnesses, you will have peace of mind knowing that your puppies will be well taken care of and off to a happy, healthy start.
- They can easily continue coverage with one of the affordable, comprehensive annual plans offered by PetPartners, Inc. Many valuable and cost-effective options are available to best suit a new owner's pet healthcare needs.

AKC offers you and your new puppy buyers convenient online options that make registering your dogs and litters easier than ever before. Our **Online Dog Registration** service provides a quick and straightforward process that reduces paperwork for both breeders and puppy owners. Visit [www.akc.org/dogreg](http://www.akc.org/dogreg) for our Online Registration requirements. For your next litter, don't forget to use **online litter registration**, available at [www.akc.org/litters](http://www.akc.org/litters). And be sure to take advantage of our affordable **Online Breeder Classifieds**, which let prospective new owners know about available puppies. Go to [www.akc.org/classified](http://www.akc.org/classified) to sign up today!

The many roles you play as a responsible dog breeder are more important than ever. By requiring all new puppy buyers to register their ownership with the American Kennel Club, you invest in the future of purebred dogs by helping keep AKC events affordable, supporting our efforts in maintaining a strong legislative influence, sponsoring scientific research of canine health issues, and funding important educational programs.

Like never before, AKC registrations represent both a great value and a sound investment in the future of purebred dogs. Take time to sit down with each new puppy buyer, assist them with completing the ownership registration form, and return it to AKC.

Sincerely,

Dennis B. Sprung  
President and Chief Executive Officer

P.S. Nothing's more important than the health of a purebred dog. Talk to your puppies' owners and make sure they register with the AKC today so they can take advantage of the wonderful complimentary healthcare offer!

\*Activation required. Administered by PetPartners, Inc. Underwritten by Markel Insurance Company, 4600 Cox Road, Glen Allen, VA 23060, rated A "Excellent" by A.M. Best Company. Contact PetPartners, Inc. at [www.akcphp.com](http://www.akcphp.com) for terms and conditions. Eligibility restrictions apply. Not available in New York. Must be activated within 28 days of AKC Registration Certificate Issued date.