

MEDIA RELEASE

Monday, 24 September 2018

GRV Media Release – Take our lead when the muzzles come off

Greyhound Racing Victoria (GRV) today launched a new campaign to raise awareness around changes to State legislation that will remove requirements for non-racing greyhounds to wear muzzles in public from 1 January 2019.

The campaign, titled 'Take Our Lead', was launched at the Greyhound Adoption Program's (GAP) Family Adventure Pavilion stand at the Royal Melbourne Show's which runs from 24 September to 2 October.

The stand will provide visitors the opportunity to learn about GAP, re-homing, changes to the muzzling legislation and meet some of GAP's star greyhound pets.

The campaign website, Takeourlead.com.au provides Victorians with a one stop shop of educational material about the new muzzle-off changes, links to GAP and other information.

GRV supports the removal of muzzles from 1 January 2019 as it reinforces the fact that greyhounds are gentle-natured animals that make wonderful pets, which will hopefully lead to an increase in adoption rates, acting GRV CEO Terrie Benfield said.

"We've developed Take Our Lead to ensure everyone is aware of the changing muzzle requirements coming into effect on 1 January 2019 and what those changes mean with regard to responsible pet ownership," Ms Benfield said.

"For example, some people may not know that all greyhounds must still be on a leash in public, even at an off-leash park.

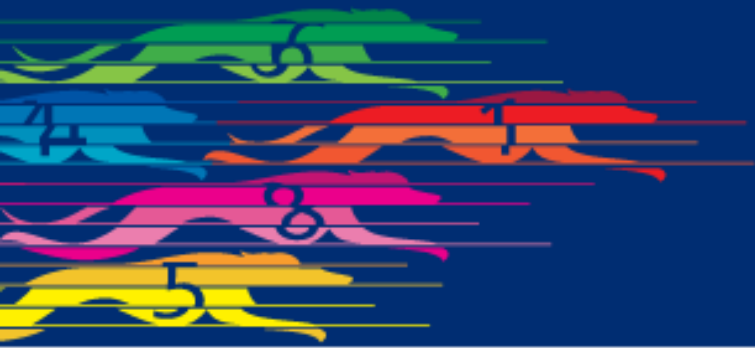
"Take Our Lead aims to educate Victorians about the muzzle and leashing laws and promotes the integral role that GAP plays in successful re-homing racing greyhounds."

Speaking at the Royal Melbourne Show campaign launch, Minister for Agriculture Jaala Pulford welcomed the Take Our Lead initiative.

"Take Our Lead complements the Department of Economic Development, Jobs, Transport and Resources' (DEDJTR) work in educating the public about muzzle and leashing laws and raising awareness of responsible pet ownership," Ms Pulford said.

"I would encourage the thousands of Victorians with a pet greyhound, or anyone thinking about adopting a greyhound, to go to the Take Our lead website or DEDJTR website to learn more about the change and the importance of socialisation and finding the right family, home and environment for each greyhound."

Find out more at: www.takeourlead.com.au and www.agriculture.vic.gov.au/pets/dogs/greyhound



MEDIA RELEASE

Monday, 24 September 2018

<Ends>

For media inquiries please contact:

Luke Holmesby | Public Affairs Manager, Strategic Communication | 0478 473 570 |

lhomesby@grv.org.au