

# Series Overview

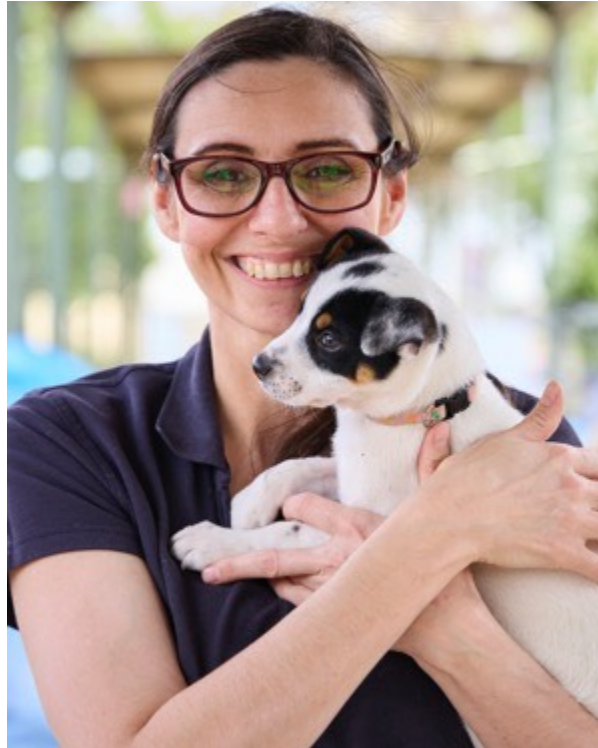
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FOR THE  
**LOVE**  
OF  
**PETS**

NARRATED BY  
**JAI COURTNEY**





Heart-warming stories of pet adoptions, surgeries & the people who do it all..



## For The Love Of Pets

Set inside the state-of-the-art Animal Care Centre of the not-for-profit Animal Welfare League of South Australia, "AWL" and Adelaide's busiest Veterinarian Emergency Hospital "Vets4Pets" this wonderfully heart-warming and insightful series focuses on the amazing commitment and dedication of the staff and volunteers of these 2 organisations who each and every day, change and save the lives of animals in need.

For these people, it is more than just a job, they are passionate and devoted to what they do and it's all ... "For the Love of Pets".

AWL expertly achieve the task of rehoming abandoned and neglected dogs and cats to new and deserving human families, providing temporary shelter and exceptional veterinary care for more than 7,000 animals per annum.

Meanwhile, at Vets4Pets veterinary hospital their doors are never closed! Staffed by a large team of highly trained and passionate veterinarians and nurses, working 24 hours a day, 365 days a year. An around the clock service, providing surgeries and emergency treatments, doing all they can to save the lives of cherished pets for their owners. While not every life can be saved, this is a team that strives to make the life every animal in their care, the best it can be, from their first day to their last.



# An amazing cast of Pet-People

“For the Love of Pets” carries a message of positivity and advocacy for rescue animals and responsible pet ownership, entertaining, informing, and motivating audiences themselves to become better pet parents.

These amazing organisations attract people whose love and compassion for the animals in their care is entirely infectious. And they are a rich pool of engaging characters who are our cast members in this series that will move audiences with their heart-warming stories of love, sacrifice and devotion to the animals in their care.

AWL has more than 85 full time staff and 200 volunteers including:

- *3 full-time Veterinary Doctors performing 30+ surgeries every week*
- *50 Volunteer Caregivers, walking, playing, feeding 130 cats and dogs every week*
- *40 Foster parents providing high end at home nurturing care for hundreds of pets*
- *Skilled teams including Animal Behaviorists working to assess and prepare dogs & cats for adoption*

Vets4Pets operates a wide range of small animal veterinary care in Adelaide, through 8 locations in Adelaide’s suburbs, with their Golden Grove emergency hospital in the north-west of the city the featured clinic in this series.



# Storylines, Episodic & Series



## Adoptions

Each episode features multiple adoption stories of AWL rescued dogs and cats. We feature the backstories of the animals and their journey through the Shelter, some from their initial arrivals, medical treatments, life-saving surgeries, behaviour assessment and training as AWL readies them for their new fur-ever families. And we are there when AWL find the perfect family for them and arrange that all important first meeting!

## Emergency Medical Treatments & Surgeries

Open 24/7, Vets4Pets emergency vet hospital sees a never-ending flow of animals in need through their doors. From snake bitten dogs, to puppies eating what they shouldn't have, newborn kittens fighting for their life, to supporting pet owners making the hardest decision of all, the Vets and Nurses at Vets4Pets contend with it all.

Meanwhile the AWL Vet Clinic too are constantly busy performing life-changing and life-saving surgeries which all form a rich array of feature medical stories in each episode.

# Storylines, Episodic & Series



## Pet Carers & Foster Families

Special stories of the folks who take into their own homes an array of animals from AWL all in need of specialist care and some 'TLC'. Whether it be to prepare an animal for a life-changing surgery, or to convalesce after. For behaviour modification training, to hand-rearing orphaned kittens and puppies to save their lives. Tasks performed with love and dedication so that each little creature has a shot at a quality of life in a new fur-ever home.

## Pet Memorials

Completing the circle of life, there comes a time to say farewell and AWL's compassionate staff at their purpose-built facility take care of nearly 18,000 pets, owners and veterinarians when it's time to say these final goodbyes. AWL have seen a huge spike over the past few years in the number of families wanting to conduct private pet memorials, which they facilitate this through their purpose-built facilities.



# Global success with pets, Celebrity Narrator



From The Dog Whisperer to Bondi Vet, Pets n Vets programming achieves great success globally, loved by audiences of all nationalities, young and old.

*For the Love of Pets* will be no exception, but additionally, its appeal will be boosted by the inclusion of Celebrity Narrator – Aussie actor, Jai Courtney.

One of Hollywood's most highly sought-after actors, Jai is starring in the soon-to-be-released Ridley Scott Netflix series "Jigsaw". Currently he can be seen in Prime Video's action thriller series "The Terminal List" alongside Chris Pratt.

Jai's star has risen rapidly over 10 years in Hollywood:

2021 Jai reprised his role of 'Captain Boomerang' in "The Suicide Squad" alongside Will Smith, Margot Robbie and Jared Leto.

2020, Netflix mini-series "Stateless" opposite Cate Blanchett & "Honest Thief" with Liam Neeson.

2019, "Semper Fi" & "Storm Boy", a contemporary retelling of Colin Thiele's 1966 classic children's book.

2017, "The Exception" with Christopher Plummer & the Netflix comedy series "Wet Hot American Summer: Ten Years Later" as Amy Poehler's love interest.

2016 "The Suicide Squad" & in the psychological thriller "Man Down" alongside Shia LeBoeuf and Kate Mara.

2015, "Insurgent" the second film in the Divergent trilogy; "The Water Diviner", Russell Crowe's feature directorial debut; & alongside Arnold Schwarzenegger as 'Kyle Reese' in the sci-fi film "Terminator: Genisys".

2014, "Unbroken" directed by Angelina Jolie & the box office hit "Divergent", alongside Shailene Woodley and Kate Winslet.



# AWL's state-of-the-art Location

If you think pet adoption centres are not pleasant places to visit, think again!

There's been nothing like AWL's brand-new Animal Care Centre seen on television before and audiences will be amazed.

This is an entirely unique facility that has taken years of fundraising by AWL to finance the construction of Australia's first, purpose-built Animal Care Centre, facilitating the highest levels of care, education and human/animal interaction with companion animals.

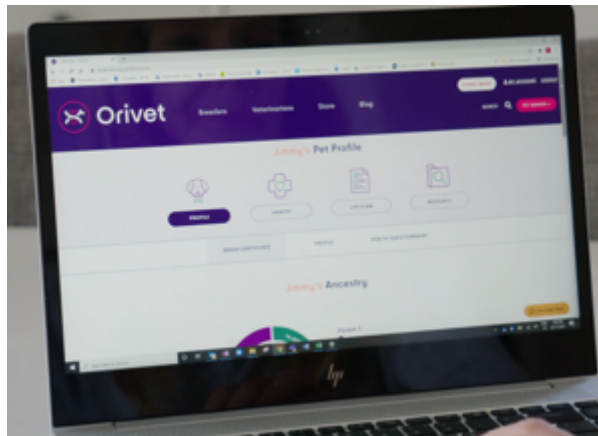
Located in the northern suburbs of Adelaide, featuring modern state-of-the-art Veterinary facilities, greenspaces for exercise, training and rehabilitation, fear-free designs and colour palate to reduce stress for in-care animals, enrichment areas for all species of animals and excellent adoption areas to meet pets in a stress-free area and find out if they're the right match for adopting families.



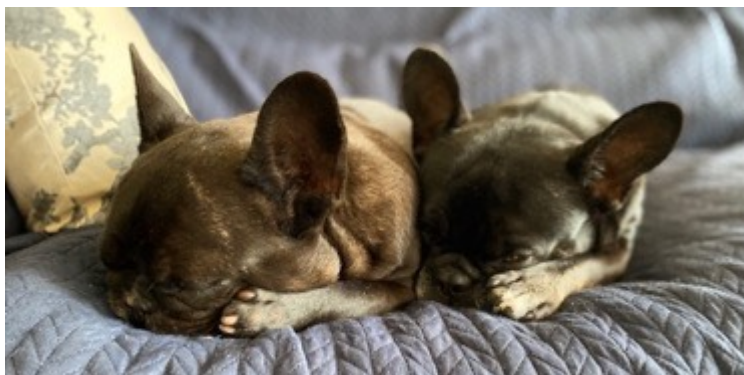
# Taking the guess work out of adoptions

There is always a degree of uncertainty and surprise when adopting rescue pets where the history of the animals is not known. With little other than visual identification methods to correctly identify breeds, this does prove challenging. For instance, a high proportion of dogs comprise on average, three breeds, with some dogs having up to five different breed signatures identified at the great-grandparent level.

A distinctive and entertaining point of difference in this series will be the use of Pet DNA testing to take the guess work out of breed analysis. By introducing this testing, we will be able to reveal to the new pet parents the true breed(s) and genetic history of their new pet. And then give them a thorough analysis and understanding of the animal's health and lifestyle needs, prepared by pet genetics experts we have attached to conduct this research for the Series







# Meet the Producers

Peter Jenetsky – Executive Producer & MD Context Media

Prior to founding Context Media in 2014, as a senior free to air and subscription TV Network Executive, Peter has been Commissioner, Marketer or Producer across a wide variety of productions and genre from reality franchises including Popstars, Temptation Island, to Project Greenlight and The NRL Rookie. On the Context Media slate for 2021, Peter will also oversee the NZ adaptation of Old People’s Home For 4 Year Olds and You Can’t Ask That. And in between, he’ll be hiking with his much-loved German Short Haired Pointer, Jaegar.

Tim Clucas – Executive Producer

Tim Clucas is one of the most experienced Television Executives in Australia. In his 40 years in the business, he has worked with all the free to air and subscription-based broadcasters in the country. He has also lived in the UK and worked in the television business there and created programming for Global Broadcasters including the Discovery Networks.

As well as working on some of the world's biggest formats (Big Brother, The X Factor, Got Talent, MasterChef, The Apprentice,) Tim has also created his own original programs and steered them through to successful broadcasts. With a wife who is a vet, Tim’s house is a veritable menagerie that the Clucas family share with 2 dogs (Zorro and Ellie), two cats (Anakin and Tina), two sheep (Dolly and Marcia) and more goldfish and Carp than there are names for!

Kym Slaby – Series Producer

A highly experienced Producer, having worked on many successful formats in Australia and the UK across genres from Reality to Light Entertainment and Ob Doc. Script writing, Casting, Host Producing and Producing / Directing single and multi-camera shoots and Post Producing. Kym’s credits include Married At First Sight, The Voice, Ramsay’s Kitchen Nightmares and MKR. Living between the picturesque beaches and vineyards of Adelaide’s South Coast he has an idyllic home for his 2 adorable French Bulldogs, Brick and Skipper!



## Contact

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