

A new, Exciting and fresh face is making a splash in the Australian exotic pet world. Petcover would like to introduce Ben Dessen.

Petcover is excited to announce their newest Exotic Pet Brand Ambassador, the amazing Ben Dessen!

Ben is a Wildlife Advocate, Conservationist, Pet Parent & Expert, Author, TV Presenter, Motivational Speaker & Digital Content Creator. He's shared his passion and knowledge with the public for many years and now he brings this incredible energy to the Petcover family. Ben Dessen has dedicated his life to the understanding and protection of animals, great and small!

As a child Ben was captivated by all creatures, and still considers every species to be a source of inspiration and purpose. Ben's passion has taken him further than he imagined, having been involved in conservation projects around the globe, from crocodiles and orangutans to venomous snakes and kangaroos, Ben's expertise continues to grow.

As a presenter, special guest on Play School, voicing characters for a Children's television show, and author of the Ultimate Pet Handbook, Ben is an advocate for the education and well-being of wildlife and pets.

Ben supports Petcover's mission of promoting responsible pet care and the importance of pet insurance. Together they aim to assist pet parents with the knowledge to equip them with the right tools to better care for their pets and to enable them to seek medical treatment in cases of accidents, illness, or injury without hesitation.

Ben has been fortunate to benefit from some terrific tutelage throughout his career, including both the 'brains' and 'brawn' of the Veterinary kingdom - Better Homes and Garden's iconic media vet Dr. Harry Cooper and Bondi Vet's Dr. Chris Brown as well as Bob Irwin, the father of the late legendary Crocodile Hunter, Steve Irwin.

As a pet parent himself of numerous animals, including exotics, Ben understands the importance of pet insurance and having cover for his pets.

Ben writes "My five-year-old green tree python, Verdi, is my pride and joy and lives in a spectacular live planted terrarium inside my living room. Although I provide Verdi with the best possible environment, as well as plenty of enrichment and a great diet, I understand that sometimes things can go wrong and have seen this happen time and time again with other reptile keepers. It gives me great peace of mind having the Petcover Exotic Premier coverage plan for Verdi as I know if something were to ever happen to him, I will be able to provide him with the care he deserves."

Winning the WeMoney 2023 Pet Insurance Innovation of the year award for their Exotic Pet Insurance, Petcover proudly emphasises its distinction as the only exotic pet insurance provider in Australia. As the landscape of pet ownership evolves, Petcover remains committed to offering comprehensive coverage for a wide range of pets, including small mammals, birds and reptiles.

This winning duo stands together in advocating the importance of the health care and responsible pet ownership of Exotic pets in Australia and wishes to raise awareness and understanding of common health

conditions and choosing the right pet for your home, family, and environment.

We encourage you to come along on this journey with us and help celebrate this exciting new partnership as we meet, greet, and educate the wider exotic pet community in Australia.

Media outlets are encouraged to get in touch to organise an interview with Ben Dessen or with Petcover to explore the fascinating world of exotic pets and wildlife conservation. Ben's engaging personality, coupled with a wealth of stories and insights, promises to captivate audiences across Australia!

For media inquiries, please contact Petcover Australia, General Manager Sharon Buffone on 1300 731 324.