



**PET INDUSTRY JOINT
ADVISORY COUNCIL**
1140 19th Street, N.W., Suite 300
Washington, DC 20036
Tel: 202-452-1525
Fax: 202-452-1516

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Contact:

Jim Heim, 925-948-4000

Jamie K. Reaser, 434-990-9494

PIJAC RECEIVES SUPPORT FROM INDUSTRY LEADERS

A unified pet industry is a successful pet industry. The Pet Industry Joint Advisory Council (PIJAC) would like to take this opportunity to thank the American Pet Products Association (APPA), Pet Industry Distributors Association (PIDA), and the World Pet Association (WPA) for their recent commitment to continue their financial support. PIJAC also expresses its gratitude to PETCO and PetSmart for the additional funds they are contributing in 2010.

“This is a great opportunity for everyone in the pet industry,” said Jim Heim, newly elected Chair of the PIJAC Board of Directors. “It shows that the industry is strong, focused, and poised to work together.”

The alliance of these highly influential organizations demonstrates that the industry as a whole recognizes the importance of PIJAC’s mission, namely to promote animal welfare and responsible pet ownership, foster environmental stewardship, and ensure the availability of pets. Opportunities in the pet retail, manufacturing, and distributor sectors are all closely tied to the level of demand for and welfare of companion animals.

APPA President Bob Vetere said, “APPA has been and will continue to be committed to acting in the best interest of our Association and the entire pet industry. Working with other leaders to set forth a long-term vision for our industry is of the utmost importance and we understand the integral role PIJAC plays in achieving these goals.”

He continued, “Over the past several months, we have been pleased with the progress and positive new direction adopted by PIJAC. Therefore, we are proud to announce that APPA will join other industry groups in funding PIJAC in the coming months contingent on them continuing to attain the milestones set forth in the organization’s offer of funding including, specifically, development of a sustainable funding plan. It is our sincere hope that this renewed relationship will benefit the industry and further promote our mission of promoting the joys and benefits of responsible pet ownership.”

The financial resources and in-kind services to be provided by APPA, PIDA, WPA, PETCO and PetSmart will exceed \$500,000 over the next twelve months. These funds will be used to implement the Strategic Plan adopted by the PIJAC Board of Directors at its March 25th meeting in Orlando, Florida. This includes such activities as the development of a comprehensive fundraising strategy, implementation of a new governance plan, and hiring of a President. PIJAC’s government affairs activities will, of course, remain its core focus.

“There is so much that this industry can contribute when we have a shared vision and take a collegial approach to addressing the many challenges facing us,” remarked Ruth Jeffers, a member of the PIJAC and WPA Boards. “I’m very proud to say that we fully support PIJAC.”

There are a growing number of legislative and regulatory threats facing the pet industry. Collectively and, in some cases individually, these bills could place limits on nearly every animal in the trade. PIJAC will continue to apply its legal and scientific expertise on live animal issues to the benefit of the entire industry.

"PIDA remains committed to ensuring that live animal issues are appropriately represented at all levels of government," said Roger Johannigman, Chair of PIDA's Board of Directors. "PIJAC remains a vital means of ensuring that the pet industry's interests are defended."

PIJAC membership is open to all segments of the pet industry, as well as individual pet owners. For information on how you can join, please contact Nancy Knutson, Director of Member Services, at members@pijac.org.

For more information on PIJAC, please visit: www.pijac.org.

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