

**FOR IMMEDIATE RELEASE**  
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## **Registration is Now Open for The Pet Industry's Top to Top Conference**

WASHINGTON, D.C. – The Pet Industry Joint Advisory Council (PIJAC) is pleased to announce that registration is open for the first annual Pet Industry's Top to Top Conference. Register today at the [Pet Industry's Top to Top Conference](#) or visit [www.pijac.org](http://www.pijac.org).

“We are excited to announce the launch of the Top to Top conference website. Make sure to check back as we will continuously add new information and exciting new events,” says Jim Heim, Chairman of the Board of PIJAC. “I’d also like to take this opportunity to thank our newest sponsor, Natural Balance Pet Foods. We are thrilled that they have joined the other industry leaders in sponsoring this extraordinary event,” he added.

The Pet Industry's Top to Top Conference will be held on May 3-4, 2012 at The Hilton Torrey Pines in La Jolla, CA. The meeting is open to all industry leaders, visionaries, and policymakers interested in the future of the pet industry. With meaningful sessions that address the state of the pet of the industry, rapidly changing retail channel strategies, the status of companion animal populations, legislative issues that impact the pet industry, and several networking events, the **Pet Industry's Top to Top Conference** is a must-attend event for pet product manufacturers, distributors, companion animal suppliers, and retailers. James Carville and Mary Matalin, avid pet owners and nationally-known political commentators, will kick off the conference with their keynote address on Thursday, May 3, 2012. A golf tournament at the world-famous Torrey Pines Golf Course is also planned.

There are multiple opportunities for companies to sponsor various components of the conference. To take part in this ground-breaking event, please contact Mike Canning or Cathy Calliotte for sponsorship opportunities:

Mike Canning, [mcanning@pijac.org](mailto:mcanning@pijac.org), 202-452-1525 x108  
Cathy Calliotte, [cathy@pijac.org](mailto:cathy@pijac.org), 202-452-1525 x107

The Pet Industry Joint Advisory Council (PIJAC) provides its members a voice in state and national legislative issues through advocacy and timely information regarding upcoming policy issues that affect the pet industry, pet owners, and the animals they care for. Join PIJAC today at [www.pijac.org](http://www.pijac.org).

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