



Contact:  
Cathy Calliotte  
Vice President, Marketing and Communications  
202-452-1525 x107  
cathy@pijac.org

**FOR IMMEDIATE RELEASE**

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## **The Pet Industry's 1<sup>st</sup> Annual Top to Top Conference Announced Today**

WASHINGTON, D.C. – The Pet Industry Joint Advisory Council (PIJAC), with Diamond Sponsors PetSmart and PETCO, announced the 1<sup>st</sup> Annual Pet Industry's Top to Top Conference today. The meeting is open to all industry leaders, visionaries, and policymakers interested in the future of the pet industry. The conference will be held at The Hilton Torrey Pines, La Jolla in San Diego, CA on May 3-4, 2012.

“This premiere conference is essential for all leaders in the pet industry. With top experts discussing the issues that face the pet industry today, this conference provides the opportunity our industry needs to set the course for the future,” says Mike Canning, President and CEO of PIJAC. “We are pleased to partner with two leading retailers to bring this event to our industry,” he added.

With meaningful sessions that address America's changing demographics and resulting purchasing choices, 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 manufacturers, pet product distributors, companion animal suppliers, and retailers. A golf tournament at the world-famous Torrey Pines Golf Course is also planned.

More information on the 1<sup>st</sup> Annual Pet Industry's Top to Top Conference will be available in September. There are multiple opportunities for companies to sponsor various components of the conference. To take part in this ground-breaking event in the pet industry, 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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**PET INDUSTRY JOINT ADVISORY COUNCIL**

1140 19th Street, N.W., Suite 300 / Washington, D.C. 20036 / 202-452-1525 / [www.pijac.org](http://www.pijac.org) / [info@pijac.org](mailto:info@pijac.org)