



**PET INDUSTRY JOINT  
ADVISORY COUNCIL**

1220 19th Street, N.W., Suite 400  
Washington, DC 20036  
Phone: 202-452-1525  
Fax: 202-293-4377

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**Contact:** Jamie K. Reaser  
(434) 990-9494; (Jamie@pijac.org)

**PIJAC LAUNCHES VIDEO PROMOTING NEW MEMBERSHIP CAMPAIGN –  
“DON’T MESS WITH MY PET™ PROTECT RESPONSIBLE PET OWNERSHIP”**

**Washington, DC, November 13, 2009** – PIJAC believes that responsible pet ownership should be applauded, rewarded, and encouraged, not limited. That’s the message being transmitted across the internet by a campaign video launched today by PIJAC ([www.youtube.com/pijac4pets](http://www.youtube.com/pijac4pets)).

In response to the increasing effort of local, state, and federal governments to limit the number of and/or ban certain pets, PIJAC is now fully launching its new membership campaign, Don’t Mess with My Pet™ – Protect Responsible Pet Ownership. The campaign serves to educate responsible pet owners on the legislative threats to pet ownership and enable them to become PIJAC Members. Ultimately, PIJAC hopes these new Members will play an active role in legislative efforts to protect responsible pet ownership.

Each year governments propose thousands of laws that would restrict a person’s ability to own pets – to include pets as vital members of their family. While PIJAC supports some regulations to ensure that pets are well cared for, it also actively works to support and encourage responsible pet ownership. PIJAC’s grassroots legislative activities and public education efforts will thrive as the membership of individual pet owners grows.

“As our video clearly indicates, we are educating responsible pet owners about proposed laws and regulations that may hinder their ability to have pets as family members. There is no doubt, responsible pet owners want to get more involved and we are going to enable them to make a constructive impact,” said Frank Koch, Chairman of the PIJAC Board.

When individuals join PIJAC via the “Don’t Mess with My Pet™” campaign ([DontMessWithMyPet.org](http://DontMessWithMyPet.org)), their \$25 contribution will help PIJAC guard responsible pet ownership. As a thank you, these individual Members will receive a free campaign t-shirt, as well as other Member benefits: alerts on pending legislation and access to the PIJAC Legislative Action Center. These resources will help them to approach and be heard by government officials.

Jim Heim, Chair of the PIJAC Membership Committee says, “This is one of the most important moves undertaken by PIJAC in a while. With the extension of PIJAC membership to pet owners, we will be able to ensure legislators understand that the actions they take affect a great number of pets and their owners across their districts and across the country.”

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Since 1970, the Pet Industry Joint Advisory Council (PIJAC) has protected pets and the pet industry – promoting responsible pet ownership and animal welfare, fostering environmental stewardship, and ensuring the availability of pets. PIJAC members include retailers, companion animal suppliers, manufacturers, wholesale distributors, manufacturers’ representatives, pet hobbyist groups, and other trade organizations. Through the combined voice of these people, PIJAC serves the best interests of the entire pet industry. For more information, please visit [www.pijac.org](http://www.pijac.org).