



**PET INDUSTRY JOINT
ADVISORY COUNCIL**
1615 Duke Street, Suite 100
Alexandria, VA 22314
Tel: 202-452-1525

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Contact:

Gwyn Donohue
202-452-1525, x1080

gwyn@pijac.org

www.pijac.org

GWYN DONOHUE JOINS PIJAC AS DIRECTOR OF COMMUNICATIONS AND PUBLIC AFFAIRS

ALEXANDRIA, VA – Dec. 3, 2018 – The Pet Industry Joint Advisory Council (PIJAC) has hired Gwyn Donohue as its new Director of Communications and Public Affairs. She brings to PIJAC a professional background of 25 years in communications, marketing and public relations for trade association, animal healthcare, youth development and financial services organizations.

“Gwyn’s past experience, including creating branding campaigns for National 4-H Council and market launches for animal health products such as Cosequin® for Nutramax Laboratories, makes her an excellent addition to PIJAC,” said PIJAC President & CEO Mike Bober. “Her expertise will be a great asset as we expand our outreach on behalf of our members, pet care professionals, and companion animal owners nationwide.”

Donohue comes to PIJAC after 11 years with the National Association of Home Builders. As the Executive Director, NAHB Remodelers, she oversaw member services, communications, and legislative and regulatory priorities for the association’s remodeler members. Before that, she served as Director, Public Relations, where she produced public awareness programs, consumer newsletters, and website content.

“As a lifelong pet owner and believer in the value of the human-animal bond, I am thrilled to join the PIJAC team,” said Donohue. “I’m excited to use my strategic communications skills to advance PIJAC’s goal of ensuring that pets are well-taken care of by their owners and the industry.”

With PIJAC, Donohue will develop and implement proactive communications strategies, programs and messaging to strengthen the association’s impact. She will also direct media relations, serve as executive editor for electronic communication channels, and develop industry and external relationships to support PIJAC objectives.

“We look forward to working with Gwyn to inform and educate pet owners, the pet industry and government organizations on responsible pet ownership, environmental stewardship and other issues important to those who care for and about companion animals,” said PIJAC Board Chair Laura “Peach” Reid.

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Since 1970, the Pet Industry Joint Advisory Council (PIJAC) has protected pets, pet owners 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 hobbyists, and other trade organizations.