

FOR IMMEDIATE RELEASE

Media Contact:
Gwyn Donohue
Director of Communications and Public Affairs
202-452-1525, x1080
gwyn@pijac.org

PIJAC FORMS NEW COMMITTEE FOCUSED ON CANINE CARE

Alexandria, Va. – March 16, 2021 – The Pet Industry Joint Advisory Council has established a new standing committee that will work to promote and protect the health and well-being of dogs in the pet trade throughout their journey from breeding to being connected with the families who will bring them home as beloved pets.

“We at PIJAC are proud to bring together experts in dog care and related issues to share information, improve practices and inform policy with this new Canine Care Committee,” said Mike Bober, PIJAC president and CEO. “With pet ownership surging during the pandemic, it is even more important that our responsible pet care community take a leadership role to elevate the many areas of the canine journey we engage in for the benefit of the animals, the families who will enjoy their companionship, and pet care businesses alike.”

The committee includes PIJAC members representing a wide range of canine-related organizations and businesses including breeders and breeder associations, distributors, retailers, and affiliated businesses. Individuals whose expertise, authority or organizational affiliation would be of value to the committee’s work, but are not current PIJAC members, will also be invited to participate as synergies are identified. Chris Fleming, president and CEO of Pinnacle Pet and vice president of the PIJAC Board of Directors, is the inaugural committee chair.

The committee will also inform and advise PIJAC’s staff and Government Affairs Committee on dog-related issues as they monitor and engage legislation and regulations at the local, state and federal levels. Other PIJAC committees focused on specific pet groups and issues currently include Herp, Aquatics, Zoonoses and Small Animal Committees.

For any questions about PIJAC’s Canine Care Committee, contact staff liaison Mike Bober at mbober@pijac.org or 202-452-1525.

-30-

About PIJAC

Founded in 1971, the [Pet Industry Joint Advisory Council](http://pijac.org) (PIJAC) represents the experience and expertise of the responsible pet care community to legislative, regulatory, and governing bodies in order to promote animal well-being and responsible pet ownership, foster environmental stewardship, and ensure the availability of healthy pets. PIJAC members include retailers, companion animal suppliers, manufacturers, wholesale distributors, manufacturers’ representatives, pet hobbyists, and other trade organizations.