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Pet Advocacy Network Names New Senior Director of Government Affairs

Alexandria, VA – November 10, 2022 – The Pet Advocacy Network, the advocacy voice of the responsible pet care community, welcomes Alyssa Miller-Hurley as the new senior director of government affairs. Miller has over a decade of experience in government relations and managing campaigns. To further the Network's advocacy and policy objectives, she will manage a legislative and regulatory portfolio spanning multiple states and cultivate strategic relationships with allied stakeholders and officials.

"We are thrilled to have found an experienced leader to direct our lobbying efforts on behalf of pet professionals at the federal, state and local levels," said Pet Advocacy Network President and CEO Mike Bober. "Alyssa's extensive background working on high-profile legislative initiatives will benefit the Pet Advocacy Network's membership as well as pets, pet businesses, and pet owners across the country."

Miller-Hurley was formerly the national legislative political director at the Progressive Turnout Project (PTP), where she established a state legislative program for both issue advocacy and direct lobbying. In addition, she was responsible for the program's \$15 million budget. Prior to that, she was the associate director of campaigns at NARAL Pro-Choice America, where she developed a unified state lobbying program and oversaw the organization's state legislative and electoral campaigns.

"I couldn't be more excited to take on this role as someone who has always had a soft spot for animals and has spent their career working in government relations," said Miller-Hurley. "I am a cat owner and have owned a variety of animals throughout my life, including guinea pigs, a hamster, and fish. Because my pets have brought me so much happiness, I am delighted to have the opportunity to help preserve and protect opportunities for Americans to bring well-treated animals home to be beloved pets."

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Miller-Hurley will also be the staff representative to one of Pet Advocacy Network's member-driven subcommittees, liaise with federal and state agencies, and supervise the organization's government affairs department.

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About Pet Advocacy Network

The **Pet Advocacy Network**, formerly known as the Pet Industry Joint Advisory Council (PIJAC), connects the experience and expertise of the responsible pet care community to lawmakers and governing bodies, advocating for legislative and regulatory priorities at the local, state, federal and international levels. Since 1971, the organization has worked to promote animal well-being and responsible pet ownership, foster environmental stewardship, and ensure access to healthy pets, including small animals, cats, dogs, fish, reptiles and birds. Pet Advocacy Network members include retailers, companion animal suppliers, manufacturers, wholesale distributors, manufacturers' representatives, pet hobbyists, and other trade organizations.

