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## **FOR IMMEDIATE RELEASE**

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### **PIJAC Welcomes New Vice President, Government Affairs**

Washington, D.C. – The Pet Industry Joint Advisory Council (PIJAC) is pleased to announce Mike Bober as the new Vice President of Government Affairs. “We are delighted that someone of Mike’s caliber would consider joining PIJAC and enhance our efforts to enlarge society’s meaningful relationship with pet animals. Mike’s experience in working with various constituencies and focusing the energies of diverse parties towards policy initiatives will benefit PIJAC immensely,” stated President and CEO of PIJAC, Mike Canning.

“I look forward to working with PIJAC on issues affecting the pet industry at all levels of government. This is an industry that contributes more than \$50 billion to the American economy and I welcome the opportunity to help tell their story,” said Mr. Bober.

Mr. Bober comes to PIJAC from the National Republican Congressional Committee (NRCC), where he served as Coalitions Director. Handling strategic communications, Bober managed the committee’s efforts to engage outside individuals and organizations at the federal and district levels. In addition, he was a key advisor in more than 100+ campaigns on outreach efforts, endorsement opportunities, and issue briefings.

Prior to joining the NRCC, Bober served as the Executive Director of the House Conservatives Fund (HCF), a Political Action Committee supported by more than 100 Members of Congress. During his tenure at HCF, he was responsible for all aspects of operations, from fundraising and communications to candidate vetting and contributions. He tripled the Fund’s individual donor rolls, engaged bloggers and activists in more than two dozen districts across the country, and raised more than \$1.1 million dollars in the 2008 election cycle. For his efforts at the House Conservatives Fund, he was named a 2008 Rising Star by *Campaigns & Elections’* Politics Magazine.

“Mike fits the mold of PIJAC’s quest to enhance member engagement and increase the awareness of the pet industry as to the need for all of us to stick together. I look forward to working Mike in the years to come,” Canning concluded.

Mike Bober will begin at PIJAC on August 1<sup>st</sup>, 2013, but will be attending the PIJAC Board Meeting on July 22, 2013.

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**

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