



For Immediate Release

May 23, 2013

Media Contact

Lisa A. Shenkle
VERB! Communications
410.439.4695
lshenkle@att.net

Cathy Calliotte
Vice President Marketing & Communications
202.452.1525 x1070
Cathy@pijac.org

OKLAHOMA: *The Pet Effect* Opens Facebook Page to Lost & Found Pets

Pet Industry Joint Advisory Council wants to help you find your displaced family pet

WASHINGTON, D.C. – *The Pet Effect* acknowledges that there are hundreds of lost or displaced pets in the Moore, Oklahoma area. With a reported 17-mile path of destruction, we know that dogs, cats, birds and other pets that may have survived the tornado, may still be alive, but no where near their former home.

The Pet Effect wants to help you locate your missing animals. Our Facebook page, <https://www.facebook.com/PetEffect> has made itself available to citizens who have either 'lost' or 'found' pets to post photos, descriptions and contact information directly on the page. Just "like" the page and post as often as you need to do so. We will build albums for you to refer back to and we are encouraging others on the page to share your photos.

Mike Canning, President and CEO of the Pet Industry Joint Advisory Council (PIJAC) says "By using ***The Pet Effect*** Facebook page as a portal to lost and found pets due to the tornado in Moore, Oklahoma, we hope to, in our small way, help reunite pets and people as the one thing that might lend some comfort at this very difficult time."

-more-

The Pet Effect is an awareness campaign highlighting the profound affect that pets have on people and our responsibility to have a positive effect on theirs. PIJAC has collected a cache of individual stories, with collective impact, from the pet industry who has donated more than \$183 million in the form of food and general supplies as well as direct monetary aid helping more than 7.5 million homeless and shelter pets in the last two decades.

#