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Rebekah Milford
Director of Marketing & Communications
P: 202-452-1525 ext. 1080
rebekah@pijac.org

PIJAC Applauds California for Passing New Pet Insurance Bill

Washington, DC – The Pet Industry Joint Advisory Council (PIJAC) applauds California Governor Jerry Brown’s signing of Assembly Bill 2056 which will increase customer protections when acquiring pet insurance.

“California has taken a bold, innovative approach towards increasing the transparency to safeguard consumer choice,” said President & CEO of PIJAC Ed Sayres. “This new law is the first step to increase both pet and consumer protections when purchasing pet insurance. We at PIJAC are proud to have actively supported this legislation to defend pets and their owners in the state of California.”

This law provides both transparency and disclosure for pet parents interested in purchasing pet insurance by requiring insurers to disclose important details about their policy, including a 30-day “free look” period in which pet policies can be returned for a full refund.

“This law will help educate and inform customers to purchase pet insurance policies that best fit the needs of their family—which is central to PIJAC’s mission of promoting responsible pet ownership and protecting pet choice,” noted Sayres.

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The Pet Industry Joint Advisory Council (PIJAC) is comprised of members of the pet industry, nationwide, including pet food and pet supply manufacturers, veterinarians, retailers, pet day care and boarding facilities and groomers among others. PIJAC has supported pro-pet legislation and regulations for forty years. With over \$183 million donated in the form of food and general supplies, as well as direct monetary aid, the pet industry and has helped more than 7.5 million homeless and shelter pets in the last two decades. More information can be found at www.pijac.org.