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### **PIJAC Welcomes New Director of Marketing and Communications**

Washington, DC – The Pet Industry Joint Advisory Council (PIJAC) is pleased to announce Rebekah Milford as the new Director of Marketing & Communications. “Rebekah has the ability to pick apart complicated issues, identify the key points and then present them in concise and relatable ways,” said Ed Sayres, President and CEO of PIJAC. “Her experience and insight make her an invaluable addition to our team.”

“I look forward to working with PIJAC on the myriad of issues facing the pet industry,” said Ms. Milford, “through enhancing our member engagement and increasing awareness of the pet industry and all that we do nationwide for pets and pet owners. PIJAC’s story, along with that of its members, is an important one and I’m delighted to be a part of sharing that with the American public.”

Ms. Milford joins PIJAC after working in polling and political consulting, campaign and advocacy involvement. Her experience in working in the U.S. Senate and for the federal government is an asset to PIJAC’s overall mission and enhances the strategic goals of the communications team. She possesses an MA in Global Interactions and BA in Political Science.

“I’ve grown up with dogs, cats, hamsters and fish and even had my own Chinchilla, who I called Cinderella,” says Rebekah. “Now I have one dog, POTUS, who is an important part of my family so I’m excited to join the PIJAC team to continue the good work of protecting animals and those who work with them.”

Ms. Milford joined PIJAC on September 2, 2014. In addition to overseeing PIJAC’s communications program, she will play a lead role in the planning and execution of the annual Pet Industry’s Top2Top Conference, which will be held at the Omni La Costa Resort & Spa April 28-30, 2015.

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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](http://www.pijac.org).