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PIJAC Mobilizes Industry Against Los Angeles Pet Sale Ban

WASHINGTON -- Animal lovers may need to add pets to the growing list of what can't be purchased in the city of Los Angeles. The Los Angeles City Council will soon consider a motion to ban the retail sale of dogs, cats, and rabbits in city pet stores; a decision is expected in the coming weeks. The Pet Industry Joint Advisory Council (PIJAC) is mobilizing the industry to take action against the ban by creating online resources to assist retailers in getting the word out.

"It's important for the people of Los Angeles to know the facts, stay informed, and communicate with their council member to oppose the ban on pet sales," says Mike Canning, President and CEO of PIJAC. "To aid the industry and their customers in protecting consumer freedom and animal welfare, we have launched a campaign to stop the prohibition. PIJAC has created a *Legislative Action Kit*, website, and social media tools to support these efforts," added Canning.

"The *Legislative Action Kit* gives retailers the tools they need to fight unnecessary legislation in their backyard," states Canning. The comprehensive action plan included in the kit ensures every local retailer can start a grassroots movement in their area. It provides retailers with concrete ideas on building a coalition with customers, business associates, and the media. In addition, retailers will find Legislative Talking Points, a sample letter to council members, and flyers for customers providing reasons for choosing a pet store puppy and contact information for local council members.

"The website StopPetBans.org/LosAngeles focuses on raising awareness among consumers in Los Angeles and making it easy for them to contact their council member," says Canning. Visitors are encouraged to spread the word about the issue by posting downloadable flyers in their neighborhoods and sharing information on the site with others via Facebook and Twitter. The site is also dedicated to helping constituents locate their council member and easily voice their opposition by phone, email, or even Twitter.

Social media is also being used to inform the public and encourage them to take action. "Both Twitter and Facebook are important to getting the word out and stopping a retail pet sale ban in Los Angeles," Canning states. The Twitter profile @StopPetBans regularly broadcasts factoids and interacts with other Twitter users to inform people about potential ban on pet sales in Los Angeles. A Facebook page—Stop Pet Bans—connects with those using the popular social network to share the latest news and provide resources for constituents to contact their council member.

The Legislative Action Kit for the Los Angeles pet sale ban is available online at www.pijac.org under the Stop Pet Ban Sales tab on the right side of the webpage. Visit www.pijac.org or www.stoppetbans.org/losangeles to learn more.

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The Pet Industry Joint Advisory Council (PIJAC) is a national watchdog organization that acts proactively to fight industry damaging legislation. PIJAC continuously raises the standards of animal care excellence through effective legislation and educational programs, and promotes responsible pet ownership for all types of pets.

PET INDUSTRY JOINT ADVISORY COUNCIL
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