



## PIJAC's "Don't Mess With My Pet" Campaign Goes Viral

**A new video by the Pet Industry Joint Advisory Council is aimed at pet owners and promotes PIIAC's "Don't Mess With My Pet" campaign.**

*By The SmallAnimalChannel News Division*

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The Pet Industry Joint Advisory Council (PIJAC) has launched a YouTube video to promote its "Don't Mess With My Pet" campaign, and PIJAC is calling on its members to share the video with the pet-owning public.

Through the "Don't Mess With My Pet" initiative, unveiled in September 2009, PIJAC is looking to recruit members of the public and educate them on legislation that could restrict pet ownership.

The new video seeks to raise public awareness of the campaign and communicate the benefits of joining PIJAC.

"As our video clearly indicates, we are educating responsible pet owners about proposed laws and regulations that may hinder their ability to have pets as family members," said Frank Koch, chairman of PIJAC's board. "There is no doubt, responsible pet owners want to get more involved, and we are going to enable them to make a constructive impact."

The new video depicts people and their pets to convey the idea that pets are an important part of the family. It then states that thousands of laws are proposed each year that seek to restrict pet ownership — to restrict the ability to "include pets as vital members of your family." Viewers are encouraged to join PIJAC in the fight to maintain the rights of responsible pet owners and "tell the government: don't mess with my pet."

The public can join PIJAC online for an annual membership fee of \$25. Members will receive alerts on pending legislation and access to PIJAC's Legislative Action Center as well as a "Don't Mess with My Pet" T-shirt.

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