

## **MEDIA RELEASE**

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### **Vancouver Island Pet Expo**



Canadians love their pets, in fact, 56% of Canadian Households have at least one dog or cat. Now there is a two-day event celebrating everything we love about pets. Vancouver Island's first Pet Expo comes to Victoria at Pearkes Recreation Centre on May 28<sup>th</sup> & 29<sup>th</sup>, 2011. No other event on Vancouver Island delivers more animal education and entertainment under one roof. The fun-filled family event will feature pet related vendors along with some highly unique entertainment including:

- Wiener Dog Races
- Dog Fashion Shows
- Canine Freestyle Demonstrations & Super Tricks
- Youth Training with Pets
- Miniature Horse Demonstrations

The Vancouver Island Pet Expo is the largest gathering of pet owners on Vancouver Island. No other consumer pet events attract so many affluent pet owners eager to show for all types of fantastic pet products that may not traditionally be found in pet stores. The show promotes responsible pet ownership and helps draw attention to abandoned pets available for adoption. Thousands of pet owners will attend the show.

Be part of the best show of the season! The Vancouver Island Pet Expo is an invaluable and exciting opportunity to showcase your company directly to the pet owner enthusiasts! This event is an extraordinary opportunity for brand exposure, attracting new customers, and reinvigorating previous relationships.

"We pride ourselves on connecting animal lovers from all walks of life, which is why we are thrilled to announce the newest and most exciting Expo to Victoria," said Jill Stefanyk, Producer of Vancouver Island Pet Expo

For more information/interview requests about Vancouver Island Pet Expo please contact:

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