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[www.PamperedPetExpo.com](http://www.PamperedPetExpo.com)

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## **First Annual Pampered Pet Expo to Amaze, Entertain, Educate Central Florida Animal Lovers**

### *Holistic Pet Night Highlights Area's Unique Pet Event*

ORLANDO, Fla., (July 23, 2008) – Pet lovers across Central Florida will revel in the first annual Pampered Pet Expo when it debuts at the Orlando/Orange County Convention Center on August 8-10, 2008.

Whether they own a dog, cat, fish, bird or small exotic, Expo attendees will have an opportunity to be entertained and educated while shopping for the trendiest products and services for their pets, including food, clothing, spa products, beds, jewelry, safety equipment, houses and toys -- all under one roof.

Highlighting three days of pet-centered exhibits, educational presentations, adoptables and pet-related entertainment is Holistic Pet Night on Friday, August 8 from 4 p.m. to 9 p.m. Anyone who cares for their pet holistically will love the unique program featuring Doga, yoga with your dog; pet massage; animal Reiki; chiropractic options for pets; acupuncture and other holistic alternatives to pet health care, including Tuina, a Chinese medical therapy similar to massage and chiropractic techniques to increase the flow of Qi.

Also spotlighted at the Expo is the Petfinder Adoption Center, where local rescue organizations and animal shelters will adopt out animals in need of homes and provide opportunities to volunteer and donate to their important community groups. And for those attendees who aren't sure which pet is right for their needs, the Center's Petfinder Matchmaking Booth will help.

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Page 2 . . . First Annual Pampered Pet Expo...

Yet another unique offering at the Pampered Pet Expo is READING Paws, a non-profit organization that helps to improve the literacy skills of children through the assistance of nationally registered therapy animal-owner/handler teams as literacy mentors. Children will have an opportunity at the Expo to read to a dog, thereby enjoying a positive experience with books and reading.

In addition, Pampered Pet Expo attendees will be entertained by the Disc-Connected K9's Frisbee Air Dogs, an internationally acclaimed professional frisbee dog touring show that has appeared on *Animal Planet*, *Good Morning America*, *The David Letterman Show* and other popular television programs; the Swanky Pooch runway fashion show with plenty of doggie bling; the ShowBirdz! parrot show featuring Teddy the rollerskating, basketball playing Cockatoo from ESPN Sports commercials; and colorful hermit crab racing competitions hosted by the National Crab Racing Association.

A variety of information-packed seminars and workshops by animal experts are scheduled throughout the Pampered Pet Expo. Among the presenters, Kellyann Conway, president of the Association of Pet Dog Trainers (APDT) and recipient of the 2007 Trainer of the Year award, will present several workshops addressing kids and dog training, playing with your dog, what your dog is telling you, and the golden rules of pet parenthood. Corene Fry, experienced animal behaviorist and former animal trainer at Universal Studios' *Animal Planet Live* show, will present "Talk With the Animals" to help pet owners reach a better understanding with their pets. And Dr. Melissa Perez from Lake Howell Animal Clinic will present an information-packed presentation on "Pet First Aid and Emergency Preparedness."

Special guest Sir Gus the Camel and members of the Ancient Order of Camel Herders, Bahia Shrine, will greet Expo visitors, each of whom will have an opportunity to "kiss" Gus and share a carrot with him. Gus and the Shriners support the Shriner's Hospital for Children.

When not engaged in the Pampered Pet Expo's diverse entertainment and workshops, attendees can shop among local and national exhibitors, including pet retailers and boutiques, online pet websites,

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*Page 3 . . . First Annual Pampered Pet Expo...*

behavior specialists, veterinarians, pet food manufacturers, boarding and day care providers, bakeries, service companies, safety equipment and more.

The Pampered Pet Expo is owned and produced by entrepreneurial sisters and animal lovers Joyce Perhac of ProShow Inc. and Janice Blasko of The Abbey Group. ProShow is a meeting and event-planning company owned by Perhac and based in Pittsburgh, Pa. The Abbey Group is an Orlando-based website development company owned by Blasko and dedicated to small business websites since 1992. Blasko also serves as the board chair of a Central Florida animal rescue and education organization.

The Pampered Pet Expo is supported by a dedicated team of Orlando-based professionals with rescue, veterinary, public relations, marketing and retail experience. In addition, Expo partners include Collier Subaru, Mastro Subaru, and Orlando Subaru; Petco; Pet Planet Magazine; Lake Howell Animal Clinic; Petfinder.com; MIX 105.1 and Sunny 105.9.

The Pampered Pet Expo is being held in the West Building, Hall WC of the Orlando/Orange County Convention Center. Hours for the event are from 4 p.m. to 9 p.m. on Friday, 10 a.m. to 7 p.m. on Saturday, and 10 a.m. to 5 p.m. on Sunday.

Daily adult admission is \$10 in advance and \$12 at the door. Children ages 4 to 12 are admitted for \$5 in advance and at the door, and children ages 3 and younger are free. Parking at the Convention Center is \$6 per car. Tickets may be purchased at the door or in advance by visiting [www.PamperedPetExpo.com](http://www.PamperedPetExpo.com) or by calling 800-852-4085.

Due to the indoor location, the public is asked not to bring their pets to the Pampered Pet Expo; but service animals are welcome to attend.

For additional information regarding the First Annual Pampered Pet Expo, visit [www.PamperedPetExpo.com](http://www.PamperedPetExpo.com) or call 800-852-4085.

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