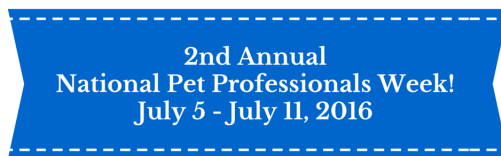


****For Immediate Release****



Celebrating our Pet Industry and all pet pros!



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Pet Professionals



2nd Annual 'National Pet Professionals Week' – July 5 – July 11, 2016

Celebrating all pet professionals across our nation!

(Long Island, NY – June 07, 2016) American Pet Professionals, (APP), a business-networking group for the pet industry established in 2009, launches the 2nd Annual '**National Pet Professionals Week**' the week of **July 5 – July 11, 2016**. During this annual week APP is encouraging pet professionals to celebrate, promote and highlight their chosen profession within the industry by showing off, what else but their professionalism!

Pet Pros can celebrate National Pet Professionals Week by:

- Declare their professionalism by using the hashtag #NationalPetProfessionalsWeek and/or #PetProWeekUSA on social media.
- Post tips/write an article/do a Facebook Live video during National Pet Professionals Week that pet parents can learn from.
- Go that one extra step for a client or customer.
- For Service Pet Pros: hand write a thank you note to your client and leave their pet a favorite treat or toy.
- For Retail/Groomers/Veterinarians: Offer a discount on product or service during the week.
- Help a local rescue group: Host an event, adoptathon or fundraiser or get more involved.
- Work together with another pet business owner on a project.
- Cross promote each other and help another pet pro with something they have been struggling with.
- Brainstorm during the week on additional ways you can be the best professional in your field!

The ways to celebrate the pet industry and professionalism are endless!

"I wanted to promote a week that annually celebrates our diverse and wide-ranged area of pet professionals in our industry – and what better week than right after the

4th of July - as we are celebrating our country's independence," said Nancy Hassel, President and founder of American Pet Professional. "There are so many pet professionals that don't necessarily get recognized with a special day or week – new and emerging pet professions and less mainstream pet pros that should also be celebrated along with their peers. This week is a celebration of our ever growing and amazing pet industry and the pet professionals who are so dedicated and passionate about our pets!"

Pet owners can celebrate by saying a simple thank you to the pet professionals they hire to care for their pets; to the pet store employees and owners that they shop; by helping a local rescue group; or just recognizing a pet professional who is doing a wonderful job to help make their pets happy and healthy.

For more information, to join APP and become an official Member, or for fun ideas on ways to celebrate you can visit www.AmericanPetProfessionals.com or visit our Facebook page www.facebook.com/AmericanPetProfessionals.
#NationalPetProfessionalsWeek #PetProWeekUSA

For press inquiries please contact Nancy Hassel at Nancy@AmericanPetProfessionals.com or call (631) 446-1105.

About American Pet Professionals:

American Pet Professionals, (APP), is a national business-networking group for the pet industry with members from Montauk, NY to California! The organization was formerly known as Long Island Pet Professionals, LLC, and launched nationally in 2014, although LIPP has had national members for years. The organization offers in-person networking events with expert speakers offering their expertise on many different topics to help individuals and businesses grow, work together and unite the pet industry. In addition to in-person networking events, American Pet Professionals, also hosts webinars for it's members; Facebook LIVE video series highlighting APP member pet professionals; sends out a weekly pet events newsletter to 10,000+ pet lovers that covers events and works with many rescue groups throughout the region. Founder and President of American Pet Professionals, Nancy E. Hassel, also travels across the country attending and speaking at pet business conferences and works with many of the organizers of such conferences to bring more expertise, knowledge, ideas and inspiration to its members. The membership-based organization started in February 2009 and has been growing rapidly since its inception and has been voted Best Networking Group, First Place three years in a row for 2012, 2013 and 2014 by Long Island Press readers!