



19 January 2012

PIAA JOINS THE TALKING PETS TEAM

It's not enough that our PIAA Director and Aquarium Veterinarian Dr Rob Jones has joined the highly successful Talking Pets radio show on Sydney's 2GB and Melbourne's 3MTR between 3pm and 5pm on Sundays.

We at PIAA have decided to get involved as well. During every show there will be a minimum of 3 x 30 second commercials promoting the PIAA and its members.

PIAA Members know what the brand stands for, but they all know that we need to public to hear it. This new approach into having the PIAA thrust into the public spotlight starts now and what better way than a successful radio show.

During the coming weeks our CEO Roger Perkins will be live on Talking Pets discussing the contribution Members make to the Pet Industry and how important it is to deal with someone you can trust in the well-being of pets.

In addition the PIAA will be creating webinars to help the public with grooming tips, retail advice and everything to do with animal welfare. These will be podcast on 2GB and all affiliated stations across Australia.

So don't forget to tune in on Sundays at 3pm via your radio or on the net.

For further information, contact Scott Leighton at PIAA on 02 9659 5811.