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BLOGPAWS 2010 ANNOUNCES ANIMAL PLANET'S ANDREA ARDEN AS KEYNOTE
Inaugural Pet Bloggers Conference to Feature Leading Pet Experts and Personalities

Columbus, Ohio (March 1, 2010) – BlogPaws 2010 (<http://www.blogpaws.com>), the first-ever pet bloggers conference, taking place April 9 & 10 2010 in Columbus, Ohio, announces its keynote speakers and session schedule.

Andrea Arden, of Animal Planet's Underdog to Wonderdog, and other leading pet and social media experts will address conference attendees. Other keynote speakers include Charlotte Reed, Dr. Larry McDaniel of PurinaCare Pet Health Insurance and Elisa Camahort Page co-founder of BlogHer. More information on speakers can be found in the Speakers Page on the BlogPaws Web site.

For the first time ever, pet bloggers, pet writers and companies serving the pet market will meet for networking, education and fun at BlogPaws™ 2010, the industry's inaugural pet bloggers conference. The event will draw together 300 pet bloggers, pet brands, pet-focused media and online pet enthusiasts for the event featuring dynamic keynotes, panel discussions, educational breakout sessions and social events.

Event sessions will cover topics pet bloggers have been asking for - like search engine optimization, advertising, product reviews, book publishing, community giving, business blogging, social media strategies and more. The latest schedule is available on the BlogPaws Web site.

Leading brands including Meow Mix, Kibbles 'n Bits, PurinaCare Pet Health Insurance, Dogtime Media, Wellness Pet Food, Bissell, American Animal Hospital Association, I Love Dogs.com, and TPPC.TV are sponsoring the event. BlogPaws also will feature numerous pet businesses as exhibitors.

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“Pet lovers from all corners of the pet world will be in attendance,” says BlogPaws co-founder Caroline Golon. “It will be exciting to see bloggers, brands, animal rescues, pet media and more come together to network, learn from one another and celebrate our shared passion - pets.”

Co-founder Yvonne DiVita agrees. “There will truly be something for everyone at this event,” she said. “The education sessions touch on important issues to bloggers and pet brands alike. Because we all live in a digitally-driven world, embracing the online pet community is important to everyone involved in this industry.”

A significant portion of event proceeds will be donated to several animal shelters or rescues nominated by attendees. “It’s important for us to give back to the community in this way,” says BlogPaws co-founder, Tom Collins. “Our sponsors and conference attendees are thrilled that an objective of our event – and ongoing efforts - is to support animal welfare.”

In addition to live conferences, BlogPaws will offer an online education and networking portal for pet bloggers and those involved in the online pet community.

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Event Details

What: BlogPaws 2010, a first-of-its-kind pet bloggers conference

When: April 9 & 10, 2010

Where: The pet-friendly Westin Hotel in downtown Columbus, Ohio

For More Information: <http://www.blogpaws.com>

About BlogPaws

BlogPaws is an online resource to help pet bloggers and enthusiasts connect digitally, build their online presence, enhance their social networks and give back to the community. The First ever pet bloggers conference, BlogPaws 2010, will be held on April 9 & 10, 2010 in Columbus, Ohio. To learn more, please visit: <http://www.blogpaws.com>

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