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PET BLOGGERS TO MEET NOSE-TO-NOSE AT INAUGURAL CONFERENCE
Online Pet Community to Converge at BlogPaws Event on April 9 & 10, 2010

Charlotte, NC (December 17, 2009) – 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 April 9 & 10, 2010 in Columbus, Ohio.

BlogPaws 2010 will draw together more than 250 pet bloggers and online pet enthusiasts for the first ever event featuring dynamic keynotes, panel discussions, educational breakout sessions and social events. At the end of the conference, a generous portion of the BlogPaws 2010 proceeds will be donated to two animal rescues or shelters, chosen from nominations made by attendees.

Event sessions will cover topics pet bloggers have been asking for - like search engine optimization, advertising, product reviews, photography techniques, business blogging, social media strategies and more.

The pet community in the blogosphere is large and growing, full of passionate bloggers eager to connect offline. Blog Catalog shows 12,699 blogs identified as "pet blogs." A search in Google's blog directory on the term "pets" shows over 32,000,000 results. Refining the search to "pet bloggers" shows 389,009 – a number that clearly indicates the popularity of blogging about one's pets. These are people that treasure their pets and have expressed the desire to meet face-to-face with each other and with brands, something no one has yet offered them.

The founders of BlogPaws are successful pet bloggers, social media experts and career marketers, committed to this untapped niche. Caroline Golon writes the popular animal rescue fundraising blog, RomeotheCat.com. Yvonne DiVita and Tom Collins write and manage the sponsored pet blog, ScratchingsandSniffings.com. The three met at a blog conference and



recognized this unmet need in the online pet community. After talking with their pet blogging community, they decided to create the Blogpaws 2010 conference. The response has been overwhelmingly positive.

“Pet bloggers are among the most vocal and enthusiastic people on the Web today and the value of meeting face to face with one’s online network is priceless,” says Golon. “As digitally-driven as we’ve all become, there is still no substitute for live interaction.”

DiVita agrees. “Clearly, there’s a pent up demand for an event like this,” she said. “The response from the blogger community and pet brands has been incredible. We’re looking forward to a terrific event.”

BlogPaws 2010 will provide pet products companies with relevant insight into today’s digital marketing and the opportunity to network with an online community of pet owners who are passionate about the products they use and the people they connect with.

“The event offers value for a variety of types of bloggers and businesses,” says Collins. “Whether you’re blogging for fun, profit or on behalf of a company, BlogPaws will provide new insights and new networks to start conversations with. It truly has something for everyone 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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