



Contact: Caroline Golon
614-580-2445
caroline@blogpaws.com

**2010 BLOGPAWS TO HOLD ITS SECOND PET BLOGGING AND SOCIAL MEDIA
CONFERENCE SEPTEMBER 9-11, 2010**

Pet Bloggers, Brands and Media to Meet in Denver

Charlotte, NC (June 10, 2010) - The event that has been dubbed "The Woodstock of the Pet Blogging Community" will be replicated this fall in Denver, CO. The founders of the first-ever pet blogging and social media conference, BlogPaws 2010, announce they are hosting [BlogPaws 2010 West](#), a second event bringing pet bloggers, pet brands and the online pet community together for networking, education and to create change for pets in need. The event will take place September 9-11, 2010 in Denver, CO.

BlogPaws 2010 West comes on the heels of the much-acclaimed inaugural BlogPaws event, which took place April 9 & 10, 2010 in Columbus, Ohio. Nearly 250 pet bloggers, media, speakers and brands came together for a weekend full of learning and inspiration. Attendees lauded this first-ever pet blogging and social media conference as "a life changing experience," and "a visionary and progressive-thinking, paw-forward group founded by pet bloggers."

[BlogPaws 2010 West](#) will feature dynamic keynotes and interactive education sessions covering topics pet bloggers rely on for their craft: social media strategies, search engine optimization, content development, blog monetization, product reviews, pet photography techniques, tips and tricks for using popular blogging platforms and more. The event will also feature a specific track for veterinarians interested in social media and blogging as well as special sessions for animal rescue and shelter administrators and volunteers.

The April BlogPaws event prompted throngs of pet bloggers worldwide to participate in the event's signature movement, "Be the Change for Pets in Need." BlogPaws 2010 West will continue to build on this program, encouraging attendees to support and promote one another's efforts. "Some terrific initiatives have emerged as a result of the last event," said Caroline Golon, BlogPaws co-founder. "From speaking out against puppy mills to educating others about the

-MORE-



negatives of shock collars to lobbying against breed specific legislation, conference attendees have used their blogs and this community to find remarkable ways to make a difference for pets.”

As part of its own mission to be the change for pets in need, [BlogPaws](#) donates a portion of event proceeds to animal rescues and shelters. “The April BlogPaws event raised more than \$13,000 in cash and another \$4,000 in food and product donations from our sponsors for three wonderful organizations,” said BlogPaws co-founder Yvonne Divita. “In April we supported Animal Haven in New York City, Pets without Parents in Columbus, Ohio and Animal Friends in Pittsburgh. We’re looking forward to selecting three more recipients from nominations made by BlogPaws 2010 West attendees.”

Registration is underway and BlogPaws founders expect a sold out event. “It’s clear that BlogPaws has struck a chord with the online pet community,” said Tom Collins, co-founder. “When you bring together people with a common passion, add an Internet connection and invite a few cats, dogs and ferrets, you have a truly remarkable group with a collective voice making things happen. We can’t wait to see what’s next.”

###

Event Details

What: BlogPaws 2010 West, the only conference for pet bloggers and the online pet community

When: September 9-11, 2010

Where: The Grand Hyatt, Denver, CO

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 be the change for pets in need. The first-ever pet bloggers and social media conference, BlogPaws 2010, was held on April 9 & 10, 2010 in Columbus, Ohio. A second event, BlogPaws 2010 West, will take place on September 9-11, 2010 in Denver, Co. To learn more, please visit: <http://www.blogpaws.com>

Connect with us on Twitter at: [@blogpaws](#) or find our Facebook fan page, <http://www.facebook/BlogPaws>.