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## **Goodnewsforpets.com® Celebrates 20<sup>th</sup> Anniversary** *Storytelling, Contest and More Highlight the Program*

**(New York – January 30, 2020)** – Germinder + Associates, Inc. today announced the kick-off of the 20<sup>th</sup> anniversary celebration of [Goodnewsforpets.com®](http://Goodnewsforpets.com). The award-winning site was originally launched February 20, 2000 at the Western Veterinary Conference (WVC) in Las Vegas. The site has changed with the times, but in 2000, the site featured a virtual newsroom sponsored by Merial to complement the traditional newsroom – an innovation at the time.

*“While I was at WVC, the launch of our newsroom on Goodnewsforpets.com was an integral part of becoming a more technologically advanced organization. As my team and I launch VMX Virtual at VMX 2020, I congratulate Lea-Ann and her team not only on their anniversary but their commitment to evolve as well. We’ve all come very far in the last 20 years,” said Manolita Moore, Vice President and Co-Innovator of VMX Virtual, North American Veterinary Community.*

The 2000 site included the Cat Writers Association and the Dog Writers Association of America as the first media partners with Steve Dale as the first featured columnist. The National Association of Veterinary Technicians, Fort Dodge Animal Health, the American Animal Hospital Association and Addison Laboratories were featured on the site. Other exhibitors at the conference could post their news in addition to “.com” companies in the “Discovery Zone.”

While the 2020 version of Goodnewsforpets.com is new, the core mission to provide “good news” for pets remains unchanged. For the Goodnewsforpets20, Goodnewsforpets.com will highlight organizations and innovative leaders that were part of Goodnewsforpets and made a difference in veterinary medicine and the pet world. A consumer contest will be featured in February and special 20<sup>th</sup> Anniversary sponsorship packages will be available.

*“In digital terms, twenty years is a long time. I like to say pets.com isn’t around, but Goodnewsforpets.com is still here and thriving. That’s possible thanks to our Goodnewsforpets.com community, the sponsors and partner organizations, our columnists and writers, and last but not the least, our team members. We’ve got a rich history to celebrate,” said Lea-Ann Germinder, APR Fellow PRSA, Founder and Publisher.*

Just two years ago, the Germinder20 Power of Pink Honoree celebration honored a total of 22 women and men including a VMX executive, the first woman president of the AVMA, board-certified veterinarians, physicians, communications experts, journalists, and digital experts. A total of 21 organizations designated by Honorees and Germinder + Associates benefited from the program.

*“As we concluded our Germinder + Associates’ 20<sup>th</sup> anniversary, I knew we would be returning to more storytelling. It has been my distinct honor and privilege to work with so many individuals through both Germinder + Associates and Goodnewsforpets.com. Having the opportunity to celebrate additional organizations and individuals is one I could not pass up. Storytelling does indeed work,” said Germinder.*

Goodnewsforpets.com is the publishing platform of Germinder + Associates, Inc. It combines an award-winning website and social media channels to curate news of interest and importance to pet parents, veterinary professionals and the pet industry. Editorial, contests, sponsored content distribution and advertising are available. Contact Lea-Ann Germinder at [Lgerminder@germinder.com](mailto:Lgerminder@germinder.com) or 917-334-8682. Find us on Facebook, Instagram or Twitter @goodnewsforpets. Celebrate with us using #Goodnewsforpets20.