

## For Immediate Release

### *Paws-itively crazy about pets? Pets Are Part of the Family for Canadians*

**Edmonton, Alberta – February 12, 2025** – 95% of Canadians surveyed by the website Pawsy consider their pet part of the family.

According to a 2022 study done by the Canadian Animal Health Institute (CAHI), 60% of Canadian households have at least one dog or cat. Unsurprisingly, this number continues to go up. “Pets don’t come with a manual. Our mission from day one has been to improve the lives of animals through more responsible pet ownership. We want to see pets finding forever homes the first time, no matter the breed or species,” says Louise Reinich, creator of the Edmonton Pet Expo consumer tradeshow. With presentations, products, services and a variety of experts, Edmonton Pet Expo is a one stop shop for pet owners or potential pet owners to learn, research and ask questions. Guests will leave equipped to be the best possible pet owners. “There is a growing movement of people wanting to improve the husbandry of animals - to really dig into what their pet’s needs are,” continues Reinich. Edmonton Pet Expo helps with that quest, giving people the invaluable opportunity to speak directly to experts from clubs, breeders, rescues, food companies, veterinarian clinics, and more. By making it fun, and including a lot of animal exhibitors, people are very receptive and are open to learning new information.

With a variety of animal exhibitors to meet & greet, including dogs, cats, birds, goats, and more, any animal fan will get their fill of animal interaction at the Edmonton EXPO Centre on March 8 & 9. It is a great chance to connect with animals and create memories. It is also an amazing way to support local events, local business, and small businesses! This year’s feature presentations are from the well-known Global Pet Foods SuperDogs™.

Edmonton Pet Expo also boasts a number of animal charities and rescues. Whether Visitors are looking to foster an animal, add a new member to their family, or find ways to support, help and give to animals in need, the 2025 Edmonton Pet Expo is a great place to begin exploring the options. Attendees can also support visit with charities and rescues and find out how they can support each based on their needs at this time.

Dates: Saturday, March 8 and Sunday, March 9, 2025

Times: Saturday & Sunday 10 a.m. – 5 p.m.

Location: Hall E, Edmonton EXPO Centre, 7300 116 Ave. NW.

Admission: General admission (16+): \$16.50

Youth (6-15): \$11

Family (two general and two youth): \$44

Pet Lover’s Collectible (1 general plus a limited edition enamel pin): \$27.50 (limited availability)

Plus service fees & taxes on all ticket types

Parking: Paid on-site.

More information: [PetExpo.ca](https://PetExpo.ca)

**\*\*\*For everyone's safety, please leave your pets at home.\*\*\***

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Media Invitation

Members of the press are invited to attend the 2025 Edmonton Pet Expo. This includes opportunities to meet the organizers, interview experts, and capture behind-the-scenes footage. High-quality images and videos from past events are also available upon request.

Producer's note

For everyone's safety (including both humans and animals), we require that the public's pets stay at home. Here at the Edmonton Pet Expo, we place a great amount of importance on the health and welfare of the animals on our Show Floor. Since its inception in 2000, the Edmonton Pet Expo has been an advocate for responsible pet ownership; this is why we do not allow for adoptions or sales of live warm-blooded animals directly off of the show floor. We want to ensure that all of the animals on our show end up with the loving, long-term homes they deserve – those who can show dedication and patience to welcoming the animal into their family. Thank you for your support.

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For more show information, or to book an interview, please contact:

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