

# BlogPaws 2017 Conference Lets the Cats Out of the Bag – Features Pop Culture Presence for Felines

MYRTLE BEACH, S.C., April 19, 2017 (SEND2PRESS NEWSWIRE) – Everyone knows “cats rule,” not only online but in millions of feline-loving households. As it turns out, at the upcoming BlogPaws Conference taking place in Myrtle Beach, South Carolina from May 18-21, 2017, the cat presence will also include several celebrity cats of Instagram, play host to the Cat Writer’s Association, prominent cat brands like PawCulture and feature Hauspanther founder and New York Times best-selling author, Kate Benjamin.



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We are a kitty-loving nation, with cats dominating web videos, memes, and social media feeds. Feline fancy meets functionality as attendees of the 9th BlogPaws Conference will experience in the revamped and modernized Cat Lounge.

A dedicated section of the BlogPaws 2017 Conference exhibit hall will host all things feline, focusing on the latest cat trends and topics as well as showcasing the hottest product lines for cats and cat lovers.

“I’m really excited to be involved in a whole new cat lounge this year! We wanted to bring more variety to the lounge with fun cat topics and trends like fashion and decor as well as behavior and cat care,” says Kate Benjamin,

coordinator of the BlogPaws Cat Lounge experience. "We're also thrilled to have the Cat Writers' Association in the lounge this year, so all the cat-centric fun will be headquartered in one place!"

Pop culture and feline Internet sensations, Nala Cat (3.4 million Instagram followers) and Luna Rose (Nala Cat's famous sister) will stop by the Cat Lounge for a face-to-face, nose-to-nose meet and greet.

Cat blogger, Teri Thorsteinson of Curlz and Swirlz, and Coco, The Couture Cat, will demonstrate how she enhances the human-cat bond through clicker training and by using props like clothing to create unique photographs with her cats. Coco the Couture Cat will model feline couture as part of BlogPaws' Cat Lounge 2.0.

Not to be outdone by their canine counterparts, attendees will learn about the latest trends in cat cafes, cat shelter design, and residential design for living with cats.

"BlogPaws can't wait to share the new experience that awaits all attendees in this year's Cat Lounge," says Chloe DiVita, BlogPaws' Chief of Everything. "Working with Kate Benjamin's expertise, the Cat Writers' cat passionate journalists, Teri Thorsteinson and her stylish cats, and so many more cat-centric professionals has created a focus point to the conference that is not to be missed!"

In an effort to improve the quality of cat information to the general public (both online and in print), the Cat Writers' Association has once again teamed up with BlogPaws to participate in their growing, engaged and original pet community and social media marketing conference.

Every dog has his day, but the cats have arrived, as today's modern cat ladies can attest.

Members of the BlogPaws staff are available for interviews, insights into pet trends, and any other pet-related angles.

#### **Event Details:**

The BlogPaws 2017 Conference takes place May 18-20 at the Myrtle Beach Convention Center. The conference is capped at approximately 500 attendees for a more intimate, personal experience, culminating with a Red Carpet event to celebrate the pet industry's only pet blogging awards judged by a distinguished panel of professionals, not by popular vote. Press conference takes place Thursday, May 18 at 12 p.m. in the Main Exhibit Hall.

#### **About BlogPaws:**

BlogPaws is the web's premier community of pet people online, and the largest professional network of pet bloggers and social media enthusiasts. BlogPaws is owned by Pet360, Inc. – a division of PetSmart. Learn more: <http://blogpaws.com/>.

\*Event Logo for Media: [Send2Press.com/wire/images/17-0419s2p-blogpaws-300dpi.jpg](http://Send2Press.com/wire/images/17-0419s2p-blogpaws-300dpi.jpg)