

Coalition Makes Pet Industry History – Pet Bloggers Break Records with Reduction of Waste

THORNTON, Colo., Aug. 25, 2015 (SEND2PRESS NEWSWIRE) – Going green is not only the right thing to do but also cool, hip, environmentally responsible, and ripe for disruption. Shaking things up with a near zero-waste successful initiative, BlogPaws, in conjunction with Pet Industry Sustainability Coalition (PISC) and Only Natural Pet, recently surpassed goals and made pet industry history.

BlogPaws hosts a yearly conference featuring largest professional network of pet bloggers and social media enthusiasts. During its 7th Conference in Nashville, Tennessee, recently, efforts focused on achieving as close to a “zero-waste” event as possible. By reducing the environmental footprint of the conference, diverting waste from the landfill, and educating conference participants about waste issues related to the pet industry, the outcome soared!

With an environmental goal to divert 65 percent of event waste from going to the landfill, this partnership created astounding first time achievement of 78 percent! Impacts of this effort are likened to saving the amount of carbon dioxide released by driving 1,800 miles, or the same amount of energy generated by a hamster running on a wheel for over 3,000 years!

“The key to our success this year is primarily due to the stellar hands-on team provided by Only Natural Pet and the Pet Industry Sustainability Coalition,” Caitlyn Bolton, Executive Director, Pet Industry Sustainability Coalition, shared. “Working for months ahead of the event, we identified local waste haulers that could find a better home for all different types of waste from compost and organic matter to shrink wrap and recycling.”

By the numbers, the partnership reducing waste by diverting:

- * 1,320 pounds of recycling.
- * 380 pounds of compost.
- * 62 percent reduction of paper for conference schedules.

Attendees of the pet-welcoming BlogPaws Conference offered supportive feedback, indicating a hands-on willingness to participate and embrace the waste initiative. Survey responses indicated 80 percent felt the partnership’s demonstration of environmental commitment is either “very important” or “important” to them.

“We hope to identify more ways for our community to engage in environmental issues at future BlogPaws events and plan to expand this program next year,” remarked Chloe DiVita, Director of Programs and Events at BlogPaws.

The [Pet Industry Sustainability Coalition](#) is a collaborative membership

organization that works with pet industry leaders to improve their sustainability performance.

About BlogPaws:

BlogPaws is the largest professional network of pet bloggers and social media enthusiasts and hosts a yearly conference and year-round education, programs, and opportunities between bloggers and brands. BlogPaws is owned by Pet360, Inc. – a division of PetSmart. <http://www.blogpaws.com/>.

About Only Natural Pet:

Only Natural Pet is a complete line of natural pet supplies specifically formulated by a holistic veterinarian to be biologically appropriate for cats and dogs. <http://www.OnlyNaturalPet.com/>.

About the Pet Industry Sustainability Coalition:

The Pet Industry Sustainability Coalition strives to be the leading organization for sustainable advancement in the pet industry. They promote creative collaboration throughout the pet industry that prioritizes business minded solutions for sincere environmental improvement. <http://www.petsustainability.org/>.

PISC Media Contact:

Caitlyn Bolton, cbolton@natcapsolutions.org

BlogPaws Media Contact:

Carol Bryant, 610-276-1855, carol@blogpaws.com

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News issued by: Pet Industry Sustainability Coalition



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Original Story ID: 2015-0825-03 (10451) :: coalition-makes-pet-industry-history-pet-bloggers-break-records-with-reduction-of-waste-2015-0825-03

Original Keywords: Only Natural Pet, Chloe DiVita, Caitlyn Bolton, network of pet bloggers and social media enthusiasts, natural pet supplies Pet Industry Sustainability Coalition Thornton Colorado THORNTON, Colo.

Alternate Headline: Coalition Makes Pet Industry History at BlogPaws Conference with Reduction of Waste

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Original Shortcode for Story: <https://i.send2press.com/0gIGA>