



NEWS RELEASE

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CONTACT:

Samantha Lee, PR Coordinator

Marketing Design Group

Phone: 619.298.1445 x105

Email: Samantha@MarketingDesignGroup.com

For Immediate Release

SuperZoo Unveils Crowd-Pleasers for 2014: Daymond John, The Doobie Brothers and the “Idea Pet Store” Retail Model

Pet Store Owners Gather in Las Vegas for Biggest Industry Event, July 22 – 24

Monrovia, CA — [SuperZoo](#), The National Show for Pet Retailers™, has announced exciting new features for its 2014 annual industry event: an inspiring keynote speaker, a timeless entertainment headliner and a new retail store model. Independent pet store owners who attend are sure to benefit from the business-boosting opportunities offered by this year’s show, to be held July 22–24, 2014, at the Mandalay Bay Convention Center in Las Vegas.

SuperZoo’s keynote speech will be delivered by Daymond John, founder & CEO of FUBU and star of ABC’s Shark Tank. He’ll also participate in one round-table session and a meet-and-greet on the show floor. He’s received over 35 awards, including the Brandweek Marketer of the Year, the Advertising Age Marketing 1000 Award for Outstanding Ad Campaign, and Ernst & Young’s New York Entrepreneur of the Year Award. His marketing strategies and ability to build successful brands have made him a highly influential consultant and motivational speaker, and his insights will help pet store retailers discover how to improve their own operations.

Headlining the entertainment are American rock legends, The Doobie Brothers—they'll perform live at the House of Blues on July 23, in conjunction with SuperZoo. The four-time Grammy award-winning group continues to write and record new material and tour the world, boasting one of the most loyal fan bases in music. Tickets will be available through the SuperZoo registration portal at www.SuperZoo.org.

And, SuperZoo is debuting a retail model dubbed the Idea Pet Store, a real-life store replica that models best practices in merchandising, store layout and point-of-sale technology. This retail “gold standard” is a valuable educational feature designed to demonstrate proven techniques and give pet retailers new ideas that they can implement in their stores.

SuperZoo is the most popular trade show for the pet store industry in North America, attracting thousands of retailers, product suppliers and service providers every year. Produced by the [World Pet Association](http://WorldPetAssociation.org) (WPA), the show is an important annual event that provides independent pet store owners with the knowledge and resources they need to be successful. For more information about SuperZoo, visit superzoo.org.

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ABOUT THE WORLD PET ASSOCIATION

The [World Pet Association \(WPA\)](http://WorldPetAssociation.org) is the oldest industry organization promoting responsible growth and development of the companion pet and related products and services. WPA works to inform and educate the general public in order to ensure safe and healthy lifestyles for our animal friends. WPA is the host of America's Family Pet Expo, the world's largest consumer pet and pet products expo, held annually in Costa Mesa, California, and the Aquatic Experience, held in Chicago, Illinois. The organization also produces SuperZoo, an annual pet industry trade show that showcases a comprehensive collection of exhibits and offers a variety of informative educational seminars. SuperZoo 2014 will be held at the Mandalay Bay Convention Center in Las Vegas, Nevada, July 22–24.