

Pet Connection

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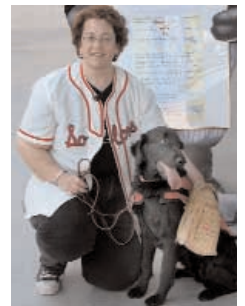


Whether it's a search for the best flea treatment, a question about a barking dog or a choice between giving an iguana or a pot-bellied pig as a gift, Gina Spadafori's PET CONNECTION provides readers with the latest, most reliable advice available. But this is not simply a column about the practical dos and don'ts of pet ownership. Gina's readers provide her with a wide range of human-interest stories about life with pets.

Pets are growing in popularity, and pet lovers are an insatiable audience. Owners want to know how to care for their beloved friends to the best of their ability. Spadafori not only understands that craving, she is able to satisfy it. Her warm, humorous manner and pragmatic advice combine to provide readers with a column they will never want to miss!

About the Creator:

Gina Spadafori has been connecting with pet owners since launching her column at the Sacramento Bee in 1983. Gregory Favre, former executive editor of the Bee, explains its appeal: "Gina's PET CONNECTION column comes from the mind of a journalist who knows pets and from the heart of a pet owner who loves them. And her readers benefit greatly."



Gina has served on the board of directors of both the Cat Writers Association and the Dog Writers Association of America. The DWAA has three times awarded her its Maxwell Medallion for Best Newspaper Column, and the CWA has twice bestowed on the column its certificate of excellence. Gina has also won the Geraldine R. Dodge award for her writing on animal overpopulation issues, and the Pedigree award for outstanding pet-care journalism.

Gina has taught basic dog-obedience classes and trained her own dogs to American Kennel Club obedience titles. She has earned endorsements of trainers, veterinarians, humane society directors and top-selling pet-care authors, all of whom have praised her breezy writing style and dogged pursuit of the facts. Gina is affiliated with the Veterinary Information Network Inc., an international online service for veterinary professionals.

In addition to writing her column, Gina has been active in helping homeless pets, organizing and running a volunteer rescue and placement program.

Gina's first book on pets, "Dogs for Dummies," was named the best writing on dogs and the best general reference by the Dog Writers Association of America. She has also co-authored "Cats for Dummies" (with Dr. Paul D. Pion) and "Birds For Dummies" (with Dr. Brian L. Speer). "Cats for Dummies" was named the best work on feline behavior, best work on feline nutrition, and best work on responsible cat care by the Cat Writers Association. The book was also named one of the 100 best feline moments in the 20th century by Cat Fancy magazine.

A veteran of the online world, Gina has served as the director of America Online's popular Pet Care Forum. Whatever the publishing platform, Gina has learned that the key to a successful pet column is the same: reader response and interaction.

Gina and her multispecies family divide their time between Northern California and southern Georgia/northern Florida.

feature type

text

frequency

2x / week

delivery methods

FTP, UClick®

target audience

pet owners



4520 Main Street, Suite 500
Kansas City, MO 64111-7700

voice: 816 300 6500

fax: 816 300 6504

email: sales@uclick.com

www.uclick.com

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