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Germind & Associates Named PR Agency for NYC-Based Assisi Animal Health

(New York) – July 10, 2015 – Germinder & Associates, Inc. is pleased to announce the firm has been named public relations agency partner for New York City-based Assisi Animal Health. The agency will work with Assisi to introduce the company, its line of products and patented technologies to the veterinary profession and to the pet owning-public.

"We selected Germinder & Associates as a strategic partner based on their in-depth knowledge of veterinary medicine communications and public relations expertise. We believe they will be highly effective in helping us communicate the benefits of our products and services," said John Wilkerson, Chief Executive Officer of Assisi Animal Health.

The first assignment for the agency is the introduction of the company, targeted Pulsed Electromagnetic Field Therapy (tPEMF) and the company's new Assisi Loop 2.0 at the American Veterinary Medical Association in Boston, MA, July 10-14, 2015.

"We are proud of our 17 year heritage in helping animal health companies achieve their goals in both bringing products to the veterinary profession and educating the pet-owning public. We are thrilled to add Assisi Animal Health to our client roster and look forward to working with them," Lea-Ann Germinder, APR Fellow PRSA, founder and president of Germinder & Associates and publisher of Goodnewsforpets.com.

Germinder & Associates, Inc. is a NYC-based agency with a satellite office in Kansas City, Mo. The agency was founded in 1998 by Lea-Ann Germinder. The agency provides strategic counsel, digital publishing content, and national campaigns for niche markets including animal health and pet products. For information, contact Lea-Ann Germinder at Lgerminder@germinder.com or visit www.germinder.com. [Twitter](#) @ GerminderPR [Facebook](#) GerminderPR

Assisi Animal Health was acquired in 2013 by Dr. John Wilkerson, a successful medical industry entrepreneur and life science growth investor. Assisi Animal Health is a science-based company specializing in offering clinical therapeutic solutions to veterinarians or by veterinary prescription only to pet owners. Based on its philosophy of a **Circle of Care™**, the company helps veterinary professionals and pet owners join to provide the optimal level of care for animals. For more information, visit <http://www.assisianimalhealth.com> [Twitter](#) @assisiloop [Facebook](#) Assisi Pain Relief for Pets