

NEWS RELEASE

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PPMA ENCOURAGES CONSUMERS TO LIVE HAPPY, HEALTHY AND PEST-FREE

Facebook sweepstakes gives fans a chance to win one year of home cleaning and pest control service

FAIRFAX, Va. (October 28, 2013) — The Professional Pest Management Alliance (PPMA), which serves as the public outreach arm of the National Pest Management Association (NPMA), announced the launch of the “Happy, Healthy Home Sweepstakes” on its PestWorld Facebook page. The national sweepstakes encourages consumers to maintain a clean living environment, which will help them in deterring pests from infesting the home and preventing pest-related health problems.

One lucky fan will be awarded one year of free home cleaning and pest control services valued at \$5,000. Facebook users must “Like” PestWorld through the “Happy, Healthy Home Sweepstakes” tab and fill out an entry form for a chance to win.

“The goal of this sweepstakes is to help people recognize the importance of keeping a clean and tidy home as a way to prevent pest infestations,” said Missy Henriksen, executive director of PPMA. “However, as even the cleanest home can be vulnerable to pests, we will also educate consumers about the role pest professionals play in keeping their family safe when pests find a way indoors. We’re hopeful the sweepstakes will drive new likes and traffic to our PestWorld page, helping us to grow our fan base with which we share our important messages.”

A recent survey conducted by PPMA in September found that 33 percent of U.S. homeowners have used professional pest control services in the past year — an increase of three percent from the year prior. “We are pleased to see that so many Americans recognize the importance of professional pest control, however, we want even more households to choose quality companies for their needs and there is more work to be done. This promotion is just one of many tactics we employ throughout the year to reach and influence consumers on the values of professional pest management,” added Henriksen.

Consumers can enter the sweepstakes through the PestWorld Facebook page, <http://www.Facebook.com/PestWorld>, until 11:59 p.m. EST on November 15, 2013.

The PestWorld Facebook page teaches consumers about the health and property risks posed by pests, as well as the importance of working with a qualified pest professional. The page shares prevention tips, links to educational articles on PestWorld.org, conducts polls, shares pest photography, hosts contests and more.

The PPMA was founded in 1997 to defend, protect and grow the pest management industry. As the voice of the professional pest management industry, PPMA continues to proactively provide the public with information on the value of professional pest management. It communicates to consumer audiences via PestWorld.org, AllThingsBedBugs.org, PestWorldForKids.org and WhatIsIPM.org. For more information on PPMA and its marketing programs, please visit PPMATools.org (exclusive site for PPMA investors) or NPMApestworld.org/PPMA.

The NPMA, a non-profit organization with more than 7,000 members, was established in 1933 to support the pest management industry's commitment to the protection of public health, food and property from common household pests. For more information, visit NPMApestworld.org.

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