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The Bridge Club Gains Momentum with Growing Support from the Industry

Palatine, IL — March 6, 2018 – Just 30 days since its launch at VMX, The Bridge Club is quickly making an impact on the veterinary industry. Royal Canin USA, Zoetis, and Animal Health Digest have come forward as community partners to the new start-up.

The Bridge Club is the first video-based professional community created to connect the industry's best in just 25 minutes. Founded to engage and inspire professional and personal growth and create connections, The Bridge Club combines the profound expertise provided in TED-style talks and the networking of LinkedIn with the friendship, laughter, and insight that develops from long-standing book clubs.

"We were drawn to The Bridge Club because of the authentic connections you can make with professionals in the industry and the ability to talk about things that are important to our industry so that we can ultimately make a greater impact on the pets we care for," said Dr. Brent Mayabb, Vice President, Corporate Affairs at Royal Canin USA, a Bridge Club Founding Community Partner.

To date, The Bridge Club has hosted 12 events reaching more than 300 professionals. Each event focuses on bringing a profound topic forward and allowing the community to engage and discuss. Topics such as telemedicine, tax reform, and body language have drawn professionals from all corners of the veterinary industry.

A Bridge Club conversation is done through virtual conversations via video conference. Participants must turn on their video cameras and are invited to join the discussion.

"Our industry is keenly aware of the importance of veterinarians sharing with veterinarians. The Bridge Club moves the dynamics of those casual-but-significant, round-table discussions at veterinary meetings into a platform that crosses geographies without traveling. Our team at Animal Health Digest is pleased to align with Brenda and Catherine as our mutual platforms grow and impact animal health professionals," stated Kirk Augustine, Founder/President, Animal Health Digest.

Membership to The Bridge Club and access to all of the virtual events is free. To learn more, visit www.thebridgeclub.com.

THE BRIDGE CLUB

The Bridge Club is the first video-based professional community created to connect the industry's best in just 25 minutes. The Bridge Club inspires professional and personal growth and creates connections. It's a "Ted-Talks meets LinkedIn + book club" concept that brings people together in an atmosphere of trust and camaraderie. To learn more, visit www.thebridgeclub.com.

ROYAL CANIN USA

Royal Canin USA is a leader in science-based cat and dog health nutrition. Founded by a veterinarian in 1968, Royal Canin has 50 years of experience in delivering individualized nutritional solutions. In collaboration with an expert team of nutritionists, breeders and veterinarians from around the world, Royal Canin places cats and dogs at the central point of the innovation process. The Royal Canin product line offers a range of diets based on size, age, breed, lifestyle and therapeutic requirements.



Connect • Engage • Learn • Grow

Royal Canin diets are available at veterinary hospitals and pet specialty stores nationwide. Royal Canin is a subsidiary of Mars, Incorporated. To learn more about Royal Canin, visit www.royalcanin.com.

ZOETIS

Zoetis is the leading animal health company, dedicated to supporting its customers and their businesses. Building on more than 60 years of experience in animal health, Zoetis discovers, develops, manufactures and markets veterinary vaccines and medicines, complemented by diagnostic products, genetic tests, bio devices and a range of services. Zoetis serves veterinarians, livestock producers and people who raise and care for farm and companion animals with sales of its products in more than 100 countries. In 2017, the company generated annual revenue of \$5.3 billion with approximately 9,000 employees. For more information, visit www.zoetis.com.

ANIMAL HEALTH DIGEST

Animal Health Digest, LLC is a content curation and aggregation service for animal health professionals. We continuously read and review more than 200 publications that produce articles, studies, reviews, white papers and other material for veterinarians, veterinary professionals, veterinary support staff, and companion animal owners and livestock owners. Each week highlights of relevant, actionable content are sent via email in our *AHD BULLETIN*.

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