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PETCARE

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FOR IMMEDIATE RELEASE

Innovative Petcare brings home the gold at VETTY awards

Cedar Park, TX. January 18, 2019 – On Monday, Innovative Petcare’s marketing team will bring home the gold. At an Orlando awards ceremony coordinate with the VMX veterinary conference, [Dr. Karen Parker](#), Director of Marketing and Recruitment, will accept two Animal Health Marketing awards, aka VETTY awards, on behalf of the marketing team and Innovative Petcare.

The VETTYs were formed in 2017 by the North American Veterinary Community (NAVC) to recognize and reward the marketing, public relations, digital, social, design, events, and creative work created on behalf of animal health. The NAVC gives awards in 45 categories.

[Innovative Petcare](#) won a gold medal for its new logo and 60th anniversary logo for the Animal Hospital of Wilkes. Additionally, this logo earned a prestigious judges’ award. Innovative Petcare’s website design for Animal Emergency & Specialty Center of Knoxville and Chattanooga, TN, also earned a gold medal.

“As a young company, I am thrilled to see our work honored in this way,” said Karen Parker, DVM. “Innovative Petcare is dedicated to supporting our veterinary practices on every level, including through robust, creative marketing plans. We very much appreciate this recognition.”

The Innovative Petcare marketing team handles all creative and marketing needs for the company’s 13 practices and the home office, including web design, graphic design, email campaigns, and web and print content creation.

“I am pleased that these awards recognize the type of value and services that Innovative Petcare brings to practices that join our group,” says Dr. Parker.

About Innovative Petcare

[Innovative Petcare](#) owns and operates veterinary hospitals across the country. Our clinics benefit from tools, resources, and a great support team dedicated to helping veterinary practices prosper and grow. From the veterinarians, veterinary technicians, practice managers and administrative staff at our clinics, to the great support team in our home office, we are passionate about animal health.