



**For Immediate Release**

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## **EXTRA, EXTRA, TWEET ALL ABOUT IT: THE PROFESSIONAL PEST MANAGEMENT ALLIANCE LAUNCHES PESTWORLD TWITTER ACCOUNT**

*Social Media Tool Allows PPMA to Interact with Consumers on Behalf of NPMA*

**September 22 (Fairfax, Va.)** —The Professional Pest Management Alliance (PPMA), which serves as the public outreach arm of the National Pest Management Association (NPMA), has launched a Twitter account. Using the handle PestWorld, PPMA will post tweets on behalf of the NPMA and invites its industry colleagues to follow them at [Twitter.com/PestWorld](https://twitter.com/PestWorld). The account will be used to share industry news and highlights, as well as engage consumers through contests, polls and fun facts.

“PPMA has begun using Twitter, the fastest growing social media platform on the Internet, to interact with consumers,” said Missy Henriksen, executive director of PPMA. “Twitter is an excellent outlet for us to promote NPMA events like National Pest Management Month and our Pest PSA Contest, and share the latest pest management news and prevention tips. It is one more way we are striving to grow the industry and educate the public about pest management issues.”

PPMA’s objective in using Twitter is to drive followers to PestWorld.org, build relationships with consumers that are interested in pest control and influence online conversations around pest management. “These objectives support the industry’s commitment to increasing consumer awareness about pest issues and the importance of professional pest control and protecting public health, food and property,” Henriksen said.

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. For more information, please visit [www.PPMATools.org](http://www.PPMATools.org) or [www.npmapestworld.org/PPMA](http://www.npmapestworld.org/PPMA).

The NPMA, a non-profit organization with more than 6,000 members, was established in 1933 to support the pest management industry’s commitment to the protection of public health, food and property, reflected both in the continuing education of the pest control professional and the dissemination of timely information to homeowners and businesses. For more information, contact Julie McGregor Jordan at [jjordan@pestworld.org](mailto:jjordan@pestworld.org), call (703) 352-6762 or visit our professional and member Web site at [www.npmapestworld.org](http://www.npmapestworld.org).

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