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NAVC UNVEILS NEW NAME AND LOGO

Inspiring the Best in Animal Healthcare Around the World

GAINESVILLE, FL— The North American Veterinary Conference, the most trusted source for personalized continuing professional development and veterinary healthcare team support, today unveiled a new brand identity, including a new name—the North American Veterinary Community.

The organization's new name signifies the culmination of long-term growth in the provision of cutting-edge, internationally accessible continuing education in diverse locations, formats and environments. Likewise, the organization's new visual identity strengthens its position as a modern international entity that reaches and teaches veterinary healthcare professionals around the world.

"Together, the new name and logo signify our ongoing goal of helping veterinary professionals refresh and renew their knowledge about the newest trends and techniques in diagnostics and treatment," says 2013–2014 NAVC president Lynne Johnson-Harris, LVT, RVT.

The NAVC is most recognized for its annual Orlando conference, but the organization has a far more global reach.

"We partner with conferences around the world and reach countries that have limited opportunities to obtain CE," Ms. Johnson-Harris said.

The NAVC Community includes the annual conference; the Institute; Expeditions; *Clinicians Brief*, the official journal of the NAVC; and partner conferences in Thailand, Latin America, and Spain.

"This name change is in line with our core promise to veterinary health care providers to 'Know It First,' by providing world-class continuing professional development for the global veterinary healthcare community," Ms. Johnson-Harris noted. The new name and logo mark a milestone for the organization, which has been providing exciting educational opportunities for veterinarians and animal health care workers for more than 30 years.

Moving forward, the organization is embracing "community"—the North American Veterinary Community—and will continue to cater to veterinary professionals who want to be the first to access and implement the latest knowledge in practice while harvesting new experiences with colleagues as well as international peers.

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Founded in 1982 and headquartered in Gainesville, FL, the North American Veterinary Community (NAVC) is a nonprofit organization that provides world-class continuing professional development for the global veterinary healthcare community. The NAVC comprises the annual *NAVC Conference*, hosting 16,000 attendees and 350 speakers from more than 70 countries each January; the *NAVC Institute*, providing cutting-edge advanced modules in a multi-day immersion; *NAVC Expeditions*, engaging participants with adventure-driven learning opportunities in exotic destinations; and *Clinician's Brief*, the official journal of the NAVC. NAVC's international conference partners include the Latin American Veterinary Conference (LAVC), Southern European Veterinary Conference (SEVC) and the Asian Pacific Veterinary Conference (APVC). Visit NAVC.com.