



# Super Pet Expo™ .COM

*The Premier Shopping Event...  
Everything for Every Pet Owner!*

For: Immediate release

Contacts: David Reich: [david@reichcommunications.com](mailto:david@reichcommunications.com)

914-325-9997

Jeanne Byington: [jeanne@jmbyington.com](mailto:jeanne@jmbyington.com)

917-696-1265

## **JANUARY 6-8, 2023, IN EDISON, N.J.**

**SUPER PET EXPO CELEBRATES PETS FROM PUPS & CATS TO CREATURES  
BIG AND SMALL AT THE NEW JERSEY CONVENTION CENTER**

Edison, N.J., December 12, 2022—Thousands of pet lovers will gather, many with their pets in tow, at the 22<sup>nd</sup> [Super Pet Expo](#) at the New Jersey Convention Center, Edison. Among many special features will be Dexter, a canine social media star who, since an injury, walks upright like a person on his hind legs.

Also featured will be a comedy show for dogs and their families, a high-fashion pet show and celebrity dogs performing Frisbee skills, stunts, and gymnastics. There will be races for dachshunds, corgis and mixed-breed pooches and the popular luring ring where dogs play capture the flag. Visitors are invited to bring pets with unique talent to meet Hollywood's trainer of pet stars for tips and an audition. And there's more: a range of TICA cat breeds from Bengals to Siamese; some 500 balls in a pit for pets to play in and dog agility demos & free classes.

Some 90 million households own an animal, with dogs and cats most popular, representing 69 million and 45.3 million households respectively, according to the Yahoo.Finance website. Of \$109.6 billion spent on pets in 2021, most went for food, treats and vet services.

"In addition to longtime pet owners, many visitors will be first-time and prospective pet parents looking forward to learning from some 100 exhibitors, trainers and pet care experts at the Super Pet Expo," said Eric Udler, the show's producer.

Exhibitors will include pet adoption, pet care and health, grooming, food and daycare, along with an exceptional array of creative pet gifts, treats, fashion, grooming accessories and toys at the largest pet shopping extravaganza on the east coast.

### **New this year:**

- [Dexter the Dog](#) is a seven-year-old Brittany Spaniel from Ouray, Colorado who taught himself to walk on his two back feet after losing a leg and weakening another in an accident when he was a puppy. He's a social media star who has inspired many to overcome disabilities.
- Meet the [TICA Breeds: United Cat Club](#) will host the TICA Breeds such as Bengals, Maine Coons, Abyssinians, Siamese, and more. Visitors are invited to support the Club by bringing canned or dry cat food that it will distribute to local rescue organizations. Reps from [EveryCat Health](#)—that promotes the health and welfare of all cats and their owners--will be there to advise visitors. There will also be a collection of premium quality imported cat toys, treats and accessories not found in stores.

-more-

- For dogs that can't get enough of playing with balls, a romp among some 5,000 balls in the [Ultimate Dog Ball Pit](#) will be a supreme treat. It's safe, fun, and engaging.
- Pets and owners are invited to join the laughter from [Must Love Dogs and Comedy](#) where co-founders Jolie Dudley and Nicholas Polanco create joyfully chaotic events. They simultaneously raise funds for animal rescue and wellness organizations while providing a platform for underrepresented performers.
- The well-dressed pet won't want to miss **Celebrity Catwalk**, where pooches strut their stuff dressed in fashions by top designers for couture-loving canines to wear from weekends to weddings.
- Dog agility demonstrations & free classes produced by [Jersey Agility \(JAG\)](#) is exciting and fun while improving a pet's confidence, increase focus and provide exercise
- [Pawsitively FAMOUS Animal Talent Agency & Podcast](#)'s Dawn Wolfe, trainer of Hollywood pet stars, invites visitors to bring their dog, cat, ferret, rat or bird with unique talent for an audition. She'll share some secrets too.

**Favorite returning features include:**

- Performing celebrity dogs whom visitors will recognize from national commercials and feature films, including members of champion stunt dog trainer Chrissy Joy's [Bone-A-Fied Talent Group](#). They'll show off their Frisbee skills and tricks and demonstrate a toss-and-fetch event—part gymnastics and part Ultimate Frisbee for dogs. Chrissy Joy will do several presentations, with tips on how to get canines involved in show business.
- [Dachshund Races aka Wiener Dog Races](#) where a family member, toy or treat will entice participants to dash to the finish line. There will also be opportunities for corgis and mixed breed dogs, with prizes for all winners. Preregistration online is recommended. Fee: \$15 per race.
- [Repticon](#) in its 10<sup>th</sup> year, is a showcase of hundreds of reptiles. Experts will give advice and sell supplies and reptile products too.
- [Luring 101](#) for dogs - big and small, tall and short - who love to chase. They take center stage in an enclosed 2,500 square foot lure course set up to give pets a high-speed run that will thrill both pets and audience. An additional fee applies.

[###](#)

**Website:** Visit <https://www.superpetexpo.com/>

**Where:** New Jersey Convention Center, 97 Sunfield Avenue, Edison, NJ 08837

**Hours:** Friday Jan. 6, 3 p.m.-8 p.m.; Saturday Jan.7, 10 a.m.–7 p.m.; Sunday, Jan. 8, 10 a.m.- 5 p.m.

**Tickets:** One Day Adult (12+) \$15.00. One Day Child (4-11) \$10.00. Weekend Pass (Adult) \$20.00. (Child) \$12.00. Kids 3 & Under Free (one per adult). Some events require additional fees.

**Pets:** Welcome; leashed pets admitted free. [No retractable leashes].

**Follow us:** [Twitter:](#) @SuperPetExpo [Instagram:](#) @superpetexpo [Facebook:](#) [www.facebook.com/SuperPetExpo/](http://www.facebook.com/SuperPetExpo/)  
[TikTok](https://www.tiktok.com/@superpetexpo) <https://www.tiktok.com/@superpetexpo>