

The Campaign for World Pest Day, June 6, 2018, Conducted by the Asociación Nacional de Controladores de Plagas Urbanas, A.C. (ANCPU).

The Mexican Association of Urban Pest Controllers launched an awareness campaign for World Pest Day, celebrated globally on Jun 6<sup>th</sup>, 2018 with interviews, press releases, and postings on social media informing the public about the dangers of pests that threaten health, food supplies, and properties. The postings and interviews recommended seeking help from certified professionals in pest control to protect your health, property, and food supply.

On FB alone there were 15 informative publications and 1 video, costing US\$1,000 and reaching 421.4K people in ten countries that included Mexico, Argentina, Perú, Spain, U.S.A., Colombia, Guatemala, Costa Rica, Chile, and Brazil. In addition, an interview was conducted for El Universal, one of the most prestigious daily online newspapers in Mexico with a presence on the internet and in social media, and press conferences were conducted with radio, television, and written press outlets to talk about the importance of employing certified professionals to control and eliminate pests that affect human health, food supplies, and property.