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FOR IMMEDIATE RELEASE
February 21, 2019

BedBug Central Announces New Talent

Sarah Latyn Joins BedBug Central as a National Account Manager

Lawrenceville, NJ – [BedBug Central](http://www.BedBugCentral.com) announced the hiring of Sarah Latyn as a new National Account Manager for the company.

“We’re excited to add another member to our growing team,” said President Robert DiJoseph. “Sarah’s background and experience will provide a fresh perspective to the industry. We’re thrilled to say that she’s already flourishing in her new role.”

Latyn received her Master’s in Business and Science from Rutgers University in 2018 and has always had a love for bugs.

“My friends have nicknamed me the ‘Bug Girl’ because I am obsessed with bugs,” Latyn laughed. “I’m always searching for new bugs to add to my insect collection.”

Latyn’s primary focus at the company will be as a representative for the affordable housing industry.

“What we have found is that there is a need for quality education and training on bed bugs within the affordable housing sector,” DiJoseph said, “so we wanted to find a person that would be a great fit for that market and that person is Sarah.”

Latyn will not only be another educator and presenter for various conferences and workshops, but she will also be hosting her own YouTube series titled “Insects and the City.”

“I’m ecstatic to be hosting my own series,” Latyn said. “The purpose of ‘Insects and the City’ is to provide pest management professionals (PMPs) and affordable housing associations the tools, training and knowledge they need to tackle the bed bug problems in their communities.”

Latyn is eager for the opportunity to help change the mindset behind bed bug treatments within typical public housing settings.

“What I am looking to do in my role at BedBug Central is show PMPs and public housing associates how bed bug infestations don’t have to be a continual, on-going issue for communities like they have been in the past,” she said. “Eradication is possible and you can do it without the burden of tenant preparations.”

The first episodes of “Insects and the City” are set to be filmed in March with an anticipated release date in April. To stay up-to-date with Latyn on social media, like her on [Facebook](#), follow her on [Instagram](#) and subscribe to her [YouTube channel](#) for notifications on “Insect and the City” episodes.

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Additional Contact Information

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Photos

[BedBug Central Logo](#)

[Sarah Latyn Headshot](#)

About Bed Bug Central

[BedBug Central](#) is the nation’s most authoritative source for bed bugs and related issues such as health, detection, and treatment. Nationally regarded entomologist Dr. Richard Cooper helped develop the company in 2009, in response to the lack of quality information available on bed bugs. BedBug Central is the manufacturer of the SenSci Volcano® and SenSci BlackOut®, which are interception devices that capture bed bugs, as well as the SenSci Activ®, a bed bug lure developed and tested through laboratory research conducted by Rutgers University.