



Contact David Cooksey
(904) 389-5561
dcooksey@mccallservice.com

FOR IMMEDIATE RELEASE

**FLORIDA STATE OFFICIALS URGE CONSUMERS TO SEEK A LICENSED PEST
CONTROL COMPANY TO COMBAT BEDBUG OUTBREAKS**
Jacksonville's McCall Service delivers, by eradicating infestations in hours instead of weeks

JACKSONVILLE, FLORIDA (November XX, 2010) -- State officials have recently shed light on the extent of Florida's bedbug problem, encouraging consumers to educate themselves on prevention, maintenance and eradication. This comes after Florida's recent increase in bedbug complaints.

Bedbugs were all but eradicated in this country before the pesticide DDT was banned. However, over the last decade, they've made a comeback. As the problem spreads throughout the United States, infestations have been reported across the entire Southeast, with many of these in the Jacksonville area. Adult bedbugs are the size of an apple seed but immature ones are smaller. They can be found in many places and their presence can be identified by small brownish-red to purple spotting on infested materials.

The State warns consumers not to attempt to treat the problem themselves because using the wrong pesticide or improper use of the pesticide can make family members and pets sick. Instead, officials urge consumers to choose a licensed, experienced pest control company who knows how to manage bedbugs.

Jacksonville's McCall Service, Inc., a family-owned pest management company since 1928, is helping to combat the problem. McCall Service has recently invested in heat treatment, the only bedbug remedy proven to be 100-percent effective.

State officials remind consumers that proper fumigation by a professional company can control bedbugs with just one single treatment, and McCall Service does just that. McCall Service's Chief Operations Officer and Entomologist John Cooksey said, "This changes everything for businesses and homeowners affected by the re-emergence of this nuisance pest. Now, instead of having combat infestations with multiple treatments sometimes last weeks, McCall's heat technology can eradicate the blood-sucking pests in hours."

An effective method for killing bugs from egg through adult stages, heat treatment involves prepping the infested area and using a mobile heat unit to warm the area up to 120 degrees Fahrenheit for several hours. McCall Service is the only locally owned pest management company to offer the service.

McCall Service is a third-generation, family-owned pest management and petroleum distribution company serving Florida and South Georgia. Headquartered in Jacksonville since 1928, McCall operates regional branch offices in Tallahassee, Gainesville, Ocala and Tampa. McCall offers the industry's top emergency service guarantee 24/7/365, with documentation being a key via our dedicated online reports portal. McCall Service is also a partner and shareholder in Copesan Pest Solutions, a top national commercial pest management provider, allowing McCall and their partners nationwide to sell and service national chain customers. Copesan offers consolidated national and international billing with local expertise via our partner network.

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