



**Media Contact:**  
Shannon Stevens  
[Shannon.stevens@fetchingcommunications.com](mailto:Shannon.stevens@fetchingcommunications.com)  
631.569.2285

## **Kristen Levine Is Honored by *Pet Age* Magazine**

*Pet Industry Entrepreneur and Lifestyle Expert is named a winner in  
"Women of Influence" Awards*

**TAMPA, FL. (March 23, 2016)** – [Kristen Levine](#), Tarpon Springs resident, pet living expert, author, and founder of two pet marketing companies, including [Kristen Levine Pet Living](#) – an online platform promoting health and happiness through pets at [www.kristenlevine.com](http://www.kristenlevine.com) -- has been named a winner in the [2016 Pet Age Women of Influence](#) awards program. The program is produced by [Pet Age](#), a national publication covering pet industry news.

The Women of Influence awards program honors women leaders who are influential in the pet manufacturing or servicing industry. Successful candidates will have a solid reputation based on experience, integrity and leadership, and have a proven track record of accomplishments. To qualify, a nominee had to meet selection criteria that included working in the pet industry and possessing significant authority for decision making within a company or organization.

Winners were chosen by an independent panel of judges including: Ashlee Gonigam, Matrix Partners, Ltd.; Kerry Sutherland, K. Sutherland PR; and Stephanie Volo, Planet Dog.

The Women of Influence award winners will be profiled in an awards article inserted in the May issue of *Pet Age*.

A pet industry insider for more than 25 years, Levine understands the dynamics of animal welfare, pet and veterinary businesses, and the mindset of pet lovers and consumers. The premise of her brand, Kristen Levine Pet Living, is to meet the need of pet parents who seek content and connection with people who love pets, and who want to also connect with brands and services they can trust.

"I'm thrilled to be named a winner in *Pet Age's* Women of Influence award program," said Levine. "It's among the most prestigious recognitions in my industry and I was honored to be named along with some of the other women from the pet industry that I know, admire and respect."

For more information about the *Pet Age* Women of Influence awards program and to see a complete list of honorees, please visit [www.petage.com](http://www.petage.com).

### **[About Kristen Levine Pet Living](#)**

Pet expert, speaker, author and advocate Kristen Levine founded Kristen Levine Pet Living to connect pet-positive companies with the vast audience of pet product and service consumers. The website is a multimedia platform where Levine offers stories, science and advice for living happier and healthier with pets. An industry insider for more than 25 years, Levine is uniquely

positioned to create a bridge between companies and consumers. She served as PR Director for the Tampa Bay SPCA for 15 years promoting adoption and education. In 2003, she launched the first pet-focused marketing agency, [Fetching Communications](#), and later acquired [PetPR.com](#), providing creative public relations, social media and marketing campaigns exclusively to pet and veterinary businesses throughout the world.

As a pet lifestyle expert, Levine has logged more than 1,000 live national radio and television show appearances, hosts pet-centric satellite media tours and has been a spokesperson for companies including Comcast, Bissell and HSN. She has presented at the Society of Animal Welfare Administrators (SAWA) 2014 National Conference, the Petfood Workshop: Marketing to Today's Consumers, and the Women in the Pet Industry Network Conference & Awards Show. Her interest in the Baby Boomer audience includes writing a boomer-centric travel series for *FIDO Friendly Magazine*, along with presenting at the 2014 What's Next Boomer Business Summit, Silicon Valley Boomer Venture Summit and AARP Life@50 Expo. She also recently launched [Pet Living 50+](#), a marketing program that aims to assist pet-positive companies in building brand loyalty and engagement with pet lovers, age 50-plus. Levine lives in Florida with her husband, dog, two cats and two miniature donkeys. Please visit [www.kristenlevine.com](http://www.kristenlevine.com).

### **[About Pet Age](#)**

*Pet Age* is a business-to-business media brand that covers the pet industry in print, online and through social media. Its mission is to serve the pet retail industry by delivering timely and practical news and information about the products, trends and events that impact retailers, groomers, manufacturers and other related businesses. *Pet Age* has served the pet industry for 44 years and is a division of [Journal Multimedia](#) and is based in Somerset, New Jersey, USA. For more information, please visit: [www.petage.com](http://www.petage.com).

###