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New Advertising Option For Pet-Positive Brands With Kristen Levine Pet Living

Nationally Syndicated Morning Show Daytime to Produce Monthly Pet Living segments

TAMPA, Fla. (December 8, 2014) – Pet living expert [Kristen Levine](#), founder/president of Kristen Levine Pet Living, has partnered with [Daytime](#), a one-hour, late morning entertainment talk show, to host a new monthly segment called *Pet Living*. *Daytime* airs on NBC affiliate WFLA-TV in Tampa with hosts Cyndi Edwards and Jerry Penacoli, and is syndicated weekdays to 135 markets across the United States.

Levine recently founded Kristen Levine Pet Living, a multimedia platform with a pet-focused audience of more than 125,000 at www.kristenlevine.com. A pet industry insider for more than 25 years, Levine's monthly *Daytime* segment will connect pet-positive companies with a vast audience of pet product and service consumers. Levine's segments will run throughout 2015, with topics ranging from seasonal themes to pet safety and gadgets.

Every month, Levine will be sharing information for viewers to live happier, healthier lives through their pets, which is the philosophy of Kristen Levine Pet Living. The first segment, "Holiday Gifts that Benefit Pets and their Parents," airs on Friday, December 12 at [various times and stations in each market](#) and will feature pet-positive companies and selected products and services, including [Tagg GPS Plus Pet Tracker](#), [Petplan Pet Insurance](#), and [Bissell's Spot Bot Pet](#). Following the airdate, *Daytime* will post the *Pet Living* video segment [online](#) for a period of two weeks.

"Partnering with *Daytime* on this show is very exciting, and I look forward to introducing pet-positive companies to *Daytime's* viewers, and to offering advice to help pet parents with solutions and resources for better pet living," said Levine. "The renowned brands on our first segment are exemplary in their commitment to making life better for pets and their people. The *Pet Living* segment on *Daytime* is a wonderful forum to share information – not only about pet-focused brands – but also businesses in other sectors that may have one product line specific to pets. My goal is to share insights and products that help enrich our pets' lives, and ours as well."

Viewers can find more information about Friday's segment and gift recommendations at KristenLevine.com.

Levine and *Daytime* will consider booking interest from pet-focused and pet-positive companies throughout 2015. Businesses interested in participating in a *Pet Living* booking can contact Levine at <http://kristenlevine.com/contact/>.

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[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 for creating 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 living 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. Additionally, Levine writes a boomer-centric travel series for *FIDO Friendly Magazine*, and will be presenting at the 2014 What's Next Boomer Business Summit, Silicon Valley Boomer Venture Summit and AARP Life@50 Expo. Levine lives in Florida with her husband, dog, two cats and two miniature donkeys. Please visit www.kristenlevine.com.

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