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PET INDUSTRY EXPERT KRISTEN LEVINE LAUNCHES PET LIVING 50+ PROGRAM

Pet and longevity market collaboration with Mary Furlong & Associates and Dog Bone Marketing Solutions to build loyalty and engagement among Baby Boomers

February 19, 2015 – (Tampa, FL) Pet industry veteran Kristen Levine, the president and founder of [Kristen Levine Pet Living](#) is pleased to announce the launch of her [Pet Living 50+](#) marketing program, a pet and longevity market collaboration with [Mary Furlong & Associates](#) and [Dog Bone Marketing Solutions](#). The new program aims to assist pet-positive companies in building brand loyalty and engagement with pet lovers, age 50-plus.

Baby Boomers are the largest and most affluent consumer segment, and according to the American Pet Products Association, also the fastest growing demographic of pet parents in the United States. Additionally, pet spending has risen significantly after 1997, as the eldest Boomers became of empty nest age. For this reason, pet industry marketing experts cite Boomers as generous contributors to the triple digit boom in pet spending over the past 15 years, from \$17B in 1997 to upwards of \$60B in 2014.

"There's a distinct parallel between the lifestyle changes encountered by Americans age 50-plus and the physical, mental and social benefits to be gained through pet parenting," said Levine. "Having a pet companion can enhance positive Boomer lifestyle experiences and mitigate stresses of the challenging ones."

The pet industry is therefore seeking ways to keep pets and people 50-plus together as reasons for Boomers to continue spending on pet care. Levine and her partners in the initiative intend for the program to bring pet-centric and the Boomer, senior, and caregiving markets together for mutual benefits and opportunity.

Pet Living 50+ will leverage the collective experience of Levine, Mary Furlong and Beke Lubeach (Dog Bone Marketing Solutions) and their connections in both the pet and aging space, in order to save companies valuable time and introduce them to key players and opportunities within the industry. The annual program features strategic collaborations in this marketplace and a variety of opportunities to help pet-positive companies better understand, strategize, and connect with the Boomer audience, including:

- Industry & Special Events
- Learning and Networking, In Person and Online
- Private Client Events
- A Monthly Pet Living 50+ Marketing e-Brief
- Custom Programs

"According to AARP, Americans age 50+ control a whopping 80% of all net worth," says Levine. "With the amount this demographic spends on their pets, natural overlaps exist in both markets. I can't think of many companies that can afford to ignore the Boomer demographic."

Levine has unique experience with the demographic herself, as she currently writes a boomer-centric travel series for *FIDO Friendly Magazine*, and was a featured presenter at the "What's Next Boomer Business Summit," "The Silicon Valley Boomer Venture Summit," and "AARP Life@50 Expo."

For more information about the Pet Living 50+ program, please visit <http://kristenlevine.com/petliving50plus/> or contact Kristen Levine at Kristen@kristenlevine.com or by phone at 1-877.87.FETCH, ext. 102.



Kristen Levine

PET LIVING

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 was a featured presenter at the 2013 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.

About Mary Furlong & Associates: Mary Furlong & Associates is the nation's foremost consultancy to organizations seeking to capitalize on new business and investment opportunities in the Boomer market. The company provides business development, financing strategy and integrated marketing solutions to entrepreneurs, corporations and non-profit organizations serving the 50+ market. Dr. Furlong has raised over \$130 million in venture financing and corporate sponsorships aimed at the 50+ market. She is the Dean's Executive Professor of Entrepreneurship at the Leavey School of Business at Santa Clara University and founder of SeniorNet (1986), Third Age Media (1996), and Mary Furlong and Associates (2002). For more information, visit www.maryfurlong.com.

About Dog Bone Marketing Solutions: Dog Bone Marketing Solutions (DBMS) is a consulting agency that focuses on the development of brand partnerships and affiliations both in and out of the pet industry. Started in October 2011, the company works with small to medium-sized pet product and service providers to develop custom strategy and innovative solutions to drive trial, launch new business platforms and grow sales for their clients. With over 25+ years of experience in marketing, media and business development, the company has assisted in the successful launch of new pet-focused businesses and/or products including DOGTV, PetBox, Furlocity, K-gFit Club and Dog is Good. For more information, visit <http://www.dogbonemarketing.com>.

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