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Pet Living Expert Kristen Levine To Speak At 2015 “What’s Next Boomer Business Summit”

Presentation Focuses on Leveraging Pet Market for Consumer Loyalty and Engagement

TAMPA, Fla. (March 18, 2015) – Pet industry veteran [Kristen Levine](#), the president of [Kristen Levine Pet Living](#) and founder of the recently launched [Pet Living 50+](#), will be speaking at the 2015 “What’s Next Boomer Business Summit” in Chicago on Thursday, March 26. Levine’s presentation is entitled “Leveraging the Pet Market for Consumer Loyalty and Engagement,” and will focus on how longevity brands can utilize the pet market to build partnerships and brand awareness – which is the mission of Pet Living 50+.

Says Levine, “According to AARP, Americans age 50+ control a whopping 80 percent of all net worth. With the amount this demographic spends on their pets, natural overlap exists in both markets. If Boomer brands recognize and relate to their customers as pet lovers, that will go a long way in helping to boost brand loyalty and engagement.”

Levine’s panel will be comprised of innovative pet health and wellness company executives and includes Tom Arnold, founder/CEO of [PetHub](#); Chris Aston, co-founder/co-CEO of [Petplan Insurance](#); Natasha Ashton, co-founder, co-CEO, and CMO of Petplan Insurance; Mark Newberg, director, Corporate Affairs and Communications for [Central Garden & Pet Company](#) and Committee Member for [Human-Animal Bond Research Initiative \(HABRI\)](#).

Now in its 12th year, the “What’s Next Boomer Business Summit,” is the nation’s leading event for companies, experts, and thought leaders in the aging market to network and learn from Fortune 100 companies, leading start-ups, and established nonprofit organizations who are successfully targeting the largest and most lucrative consumer demographic in the world. The conference is being presented by [Mary Furlong and Associates](#) – one of Levine’s partners in the Pet Living 50+ initiative – and [Susan Davis International](#).

Says Furlong, “I’m delighted to have the Pet Living 50+ program integrated with our Summit this year because the role a pet plays in our lives as we age can be a critical one. When you look at longevity, you have to think beyond issues of health and money. When someone has a health scare, they begin to think about what’s most important in life, like family – which includes pets.”

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 both Kristen Levine Pet Living and Pet Living 50+, is to meet the need of pet parents who seek content and connection with people who love pets as much as they do, and who want to also connect with brands and services they can trust.

The annual conference will be held this year at the Hyatt Regency in Chicago. For more information, please visit: <http://www.boomersummit.com/home/>.

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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 lives with pets. An industry insider for more than 25 years, Levine was uniquely positioned to create a bridge between companies and consumers. First, she served as PR Director for the Tampa Bay SPCA for 15 years promoting adoption and education. Then, she launched the first pet-focused marketing agency, [Fetching Communications](#) in 2003, 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 boomer audience includes writing a boomer-centric travel series for *FIDO Friendly Magazine*, along with presenting at last year's 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](#)

The What's Next Boomer Business Summit is produced by Mary Furlong & Associates, a strategy, business development, marketing, and strategic communications firm in the baby boomer and senior markets headquartered in San Francisco. Mary Furlong & Associates has secured more than \$130 million for longevity marketplace investments, and more than \$15 million for non-profits.

[About Susan Davis International](#)

Susan Davis International, co-producer of the summit, is a global strategic communications and public affairs firm based in Washington, D.C., with 72 agency partners worldwide, is known as one of the top public affairs agencies in the U.S.

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