



Kristen Levine

PET LIVING

Media Kit

Kristen Levine Biography

Kristen Levine is a renowned pet living expert, successful entrepreneur, accomplished speaker, popular columnist, and one-time Tampa Bay Buccaneers cheerleader. But what really drives this modern-day Renaissance woman is her passionate belief that we need pets as much as they need us—and that by making the world a better place for them, we make it a better place for ourselves.

This belief, held by Kristen from an early age, first led her to volunteer at an animal shelter and then into the position of PR Director for the Society for the Prevention of Cruelty to Animals (SPCA) in Tampa Bay, Florida. For the next 15 years, she promoted pet adoption and pet lifestyle education at the SPCA.



But that wasn't the only challenge Kristen "tackled" during this time. In 2000, she auditioned for and secured a spot on the Tampa Bay Buccaneers Cheerleading Squad. As a member of one of the NFL's most elite squads, she proudly represented the NFL and the Buccaneers for two seasons at games and community events, and was even selected to travel to the Middle East to entertain U.S. soldiers following 9-11.

After hanging up her pom-poms, Kristen began looking for her next challenge. In 2003, she founded Fetching Communications, the nation's first marketing and public relations agency dedicated solely to the pet industry. Ten years later, she acquired PetPR.com, a news distribution service. Today, both companies assist pet-centric clients around the globe.

Even while building two successful companies, Kristen never lost her passion for helping people connect with their pets in deeper, more meaningful ways. So in 2014, she launched a brand new business: Kristen Levine Pet Living. Through engaging written and video content, this unique web platform allows her to educate and inspire pet parents how to live better with pets.

In addition to her own platform, Kristen educates the public on pet living and pet adoption through print media and television and radio appearances. As a pet lifestyle expert, she's logged 1,000+ live TV and radio interviews on shows such as *Good Morning America*, *Fox News Channel* and *USA Today*. She is a popular guest columnist for several pet parenting blogs including *Fido Friendly*, a frequent contributor to *The Huffington Post*, and is the official pet spokesperson for Bissell Homecare. An engaging public speaker, Kristen's entertaining and inspiring message celebrates the American love affair we have with our pets.

Kristen is married and lives in Florida with her dog, two cats and a pair of miniature donkeys.



My Street Cred

NUMBER OF PETS LOVED

Dogs	10
Cats	8
Goats	5
Mice	2
Donkeys	2
Horses	1
Gerbils	1



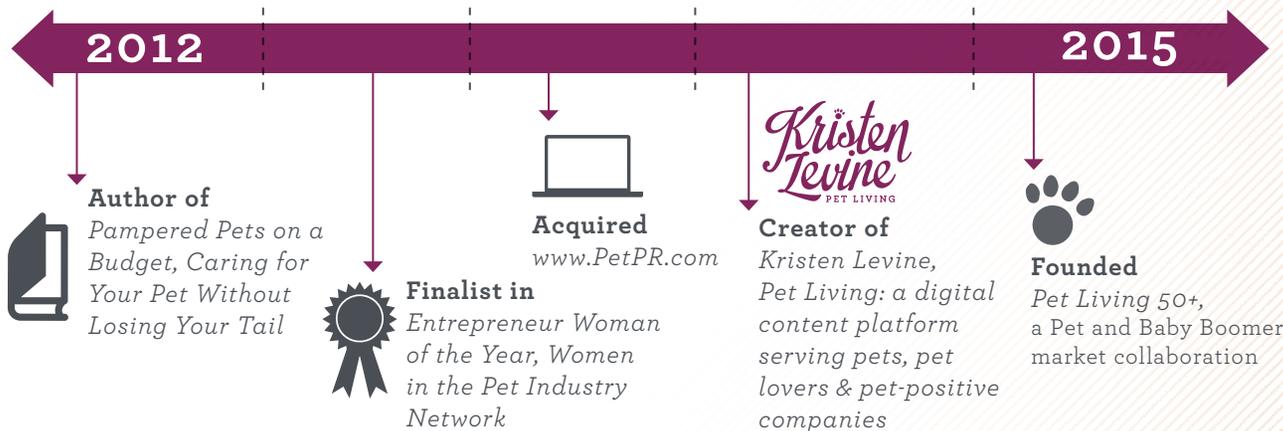
YEARS IN THE PET INDUSTRY

25+

YEARS AS PET INDUSTRY ENTREPRENEUR

12+

PET INVOLVEMENT THROUGHOUT THE YEARS



APPEARANCES

Over 1,000 live TV and radio broadcast appearances

Co-host *Humane Society Telethon*, WFLA-NBC Tampa

HSN (*Home Shopping Network*) guest host for pet products

Monthly *Pet Living* Contributor to *Daytime*, a nationally-syndicated morning show

NFL cheerleader for the *Tampa Bay Buccaneers*, 2000 - 2002

FEATURED

As a pet living expert in/on- *New York Times*, *USA Today*, *Woman's Day*, *Working Mother*, *Good Housekeeping*, *Inc. Magazine*, *Fox News*, *Good Morning America*, *The Huffington Post*

As one of America's Amazing Pet Experts, *American Dog Magazine*

Fortune 500 Partners:
BISSELL, *Toyota*, *Qualcomm*, *Comcast*

FOUNDER | INVENTOR

Founder & President of *Fetching Communications*, 2003-present

Founder of *Pet Living 50+*

Inventor & Patent Holder of *Hot Reel*

MEMBER

Cat Writer's Association | Dog Writer's Association | APPA | WIPIN | PRSA | NFL Alumni



Media Contact:
Shannon Stevens
Shannon.stevens@fetchingcommunications.com
631.569.2285

Kristen Levine Pet Living Company Fact Sheet

- Kristen Levine, a pet living expert, author, and President of [Fetching Communications](#) and [PetPR.com](#), launched [Kristen Levine Pet Living](#) in August of 2014.
- Kristen Levine Pet Living is a multi-media online platform with an audience of more than 150,000 at www.kristenlevine.com. The website brings pet-positive companies together with pet lovers to create meaningful content that allows people to live better lives through *pets*.
- An industry insider for more than 25 years and the founder of Fetching Communications – the first exclusively pet-focused marketing agency – Levine has the unique expertise for creating a bridge between pet-positive companies and consumers.
- Prior to launching Fetching Communications in 2003, Levine served as the PR Director for the Tampa Bay SPCA for 15 years, promoting adoption, spay/neuter and responsible pet care.
- Kristen Levine Pet Living’s partnerships with pet-positive companies serve to educate and entertain pet parents through engaging written and video content.
- Kristen Levine Pet Living aims to meet the needs of pet parents who seek content and connection with people who love pets as much as they do and who also want to connect with brands they can trust.
- Levine has extensive experience marketing to the Baby Boomer generation and is currently developing Pet Living at 50+ programs for Kristen Levine Pet Living.
- As a pet living expert, she’s logged 1,000+ live TV and radio interviews on shows such as *Good Morning America* and *Fox News Channel*, and frequently quoted as an expert in publications including *USA Today* and *The New York Times*.
- Levine is a popular blogger for *The Huffington Post* and is the official pet spokesperson for Bissell Homecare.
- Kristen Levine Pet Living offers several partnership opportunities, including:
 - Spokesperson and Brand Advocacy: Media interviews, public speaking, business and consumer events, blog writing, and featured products
 - Pet Living TV Series: A weekly online video series with branding opportunities
 - Social Media Promotion: Product reviews for the Kristen Levine Pet Living blog and social media channels with links to sponsor channels
 - Pet Living Favorites Affiliate: Discounts on pet products and services for Kristen Levine Pet Living’s audience
- Current partners include Bissell, Pet Plan pet insurance, World’s Best Cat Litter, Tagg The Pet Tracker, PetBox, Dog is Good, and DogTV.



Media Contact:
Shannon Stevens
Shannon.stevens@fetchingcommunications.com
631.569.2285

Pet Living Expert Kristen Levine Launches Multimedia Content Platform for Pet-Positive Companies and Pet Lovers

Kristen Levine Pet Living helps people and pets live happier, healthier lives together

TAMPA, Fla. (August 27, 2014) – [Kristen Levine](#), pet living expert, author and president of [Fetching Communications](#) and [PetPR.com](#), is proud to announce the launch of [Kristen Levine Pet Living](#), an online platform with an audience of more than 125,000 at www.kristenlevine.com. The website brings pet-positive companies together with pet lovers to create meaningful content that helps people live better lives through pets.

Levine coined the term “pet-positive” to represent all brands that recognize pets as family and who develop products or services to better the lives of pets or the people who love them. The partnerships serve to educate and entertain pet parents through engaging written and video content. Current partners include Bissell, Pet Plan pet insurance, World’s Best Cat Litter, Tagg The Pet Tracker, PetBox, Dog is Good, Cat is Good, and DogTV with more to come.

The premise of Kristen Levine Pet Living, as Levine indicates throughout the new site, 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 they can trust. Levine will reach these consumers via watchable, sharable and fun content promoted across multiple media channels to increase engagement.

“Pet-positive companies can connect with my audience in genuine ways to reach new customers, heighten visibility, build credibility and increase sales, all while making a difference in the lives of pets and their people,” Levine said.

A pet industry insider for more than 25 years, Levine understands the dynamics of pet product companies and the mindset of pet lovers and consumers.

“I created this new platform to combine my professional experience in animal welfare, putting pets and people together, and in marketing, helping pet and veterinary brands reach pet lovers,” Levine said. “I’m so energized to be in the unique position to help pets, people and pet-positive companies, all at the same time.”

To support pet-positive companies in offering unique content to this audience, Kristen Levine Pet Living offers several partnership opportunities, including:

- **Spokesperson and Brand Advocacy:** On behalf of the partner company, Levine serves as a pet expert and spokesperson available for media interviews, public speaking, business and consumer events, blog writing for the company's website, and product or service features on www.kristenlevine.com.
- **Pet Living TV Series:** Levine hosts a weekly online video series, *Pet Living TV*, where she shares stories, science and advice to help pet parents live better lives with their pets. As a show sponsor, companies receive a branded introductory message, promotion of the episode in Levine's *Pet Living Letter* email, embedded links to the episode on the company's website and social media sites, and rights to use the video for additional promotional opportunities.
- **Social Media Promotion:** Levine develops a product review for the Kristen Levine Pet Living blog, along with monthly promotional posts on the social media channels affiliated with Kristen Levine Pet Living, plus a custom social media contest and an opportunity to invite followers of Kristen Levine Pet Living to like the sponsor's social media channels.
- **Pet Living Favorites Affiliate:** Levine partners with pet-positive companies to offer Kristen Levine Pet Living's audience discounts on pet products and services.

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](http://FetchingCommunications.com), 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 is presenting at the Society of Animal Welfare Administrators (SAWA) 2014 National Conference in November 2014, and has presented at 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 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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