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Pet Living's Kristen Levine Partners with Petplan

Industry expert to raise awareness of pet health insurance as Brand Ambassador

TAMPA, Fla. (September 22, 2015) – Kristen Levine, author and founder of [Kristen Levine Pet Living](#), which promotes health and happiness through pets, has partnered with [Petplan](#) pet insurance as a Brand Ambassador. In her new role, Levine will heighten awareness and education around pet insurance to help pet owners make sound purchasing decisions.

Americans spent \$58.04 billion on their pets in 2014, a whopping \$15.04 billion of which went toward veterinary care.* As a pet industry expert and animal health advocate, Levine has earned the trust of both brands and consumers, who typically turn to her for guidance on cost-saving strategies.

“Pet owners frequently ask me for pet health advice,” said Levine. “Working with Petplan gives me the opportunity to share how having pet health insurance allows pet parents to give their dog or cat the best care possible if they get sick or injured, without breaking the bank.”

Approximately one out of every three pets will need unexpected veterinary care due to illness or injury each year, according to Datamonitor, and many pet parents wrestle with huge vet bills as a result. Petplan covers everything from hereditary and chronic conditions to alternative therapies and cancer treatment – all as standard – so people can focus on helping their pets feel better, not the cost of the treatment.

“Money is often a reason why people relinquish their pets or choose not to add a pet to the family,” continued Levine. “With less than two percent of U.S. pets insured, it’s important for pet parents to know that there are cost-saving solutions like Petplan out there to help.”

As a Petplan Brand Ambassador, Levine will be sharing the benefits of pet insurance with her website audience and 150,000+ social media followers, as well as offering discounts and special offers from Petplan.

“We’re delighted to be partnering with Kristen, who has such a wonderful sense of the value of pet insurance,” said Natasha Ashton, Petplan Co-Founder and Co-CEO. “As a thought leader in the pet industry, she understands how insurance allows veterinarians to practice their highest level of care – because their clients can say ‘yes’ to treatment without the worry of cost. But also as a pet parent herself, she’s experienced the peace of mind insurance brings knowing that you’ll always be able to care for your beloved pets.”

Levine feels pet insurance is a best-kept secret when it comes to pet care. She sought out Petplan because it’s the insurance provider she trusts to protect her own pet’s health. As a marketer, she admires the company’s strength and creativity within the industry, as it helps educate and inform in a fun and engaging way. Finally, as a business owner, Levine respects the Ashtons’ entrepreneurial story and their commitment to both the pet and the veterinary industries.

Earlier this year, Levine launched [Pet Living 50+](#), a marketing program that aims to assist pet-positive companies in building brand loyalty and engagement with pet lovers, ages 50+. Petplan's partnership with AARP and their unique focus on this demographic aligns with Levine's personal desire to help people keep pets in their lives as long as they wish. Via Pet Living 50+, Levine will connect Petplan with relevant pet-positive companies as the brand enhances its Baby Boomer marketing strategies.

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. To learn more from Kristen about how to save on pet care costs, visit <http://kristenlevine.com/five-surefire-ways-to-save-on-pet-care/>.

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*According to the American Pet Products Association

[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.

[About Petplan](#)

Petplan is more than a pet insurance provider. We're dedicated to providing pet parents with the support, resources and tools they need to keep their pets not just surviving—but thriving—into their old age. Simply put, we aim to be the kind of company that will make our pets proud. For the third consecutive year, Petplan was listed among Forbes' annual ranking of America's Most Promising Companies – a list of 100 privately held, high-growth companies with bright futures. Petplan is the only pet insurance provider to have been included on Inc. Magazine's list of 500 fastest-growing, privately held companies in America.

Petplan's fully customizable cat and dog insurance policies provide comprehensive coverage for all

hereditary and chronic conditions for the life of the pet as standard. Petplan policies are underwritten by AGCS Marine Insurance Company in the U.S. and by Allianz Global Risks US Insurance Company in Canada. The Allianz Group was rated A+ by A.M. Best in 2014. For more information about Petplan pet insurance, visit www.petplan.com or call 1-866-467-3875.

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