

## WOMEN IN THE PET INDUSTRY NAMES WOMAN OF THE YEAR

### Women in the Pet Industry (WIPIN)

*(womeninthepetindustry.com)* has recognized Yvonne DiVita, co-founder of BlogPaws, as its Pet Industry Woman of the Year, as well as its Rising Star category winner. BlogPaws is a social media company that caters to pet and lifestyle bloggers and hosts an annual pet-friendly conference.

WIPIN also named four other category winners. Carol Bryant, founder of Fidose of Reality, was the Advocate winner. Kristen Levine, founder of Kristen Levine Pet Living, was the Corporate winner. Amanda Hessel, who won the Entrepreneur category, is the co-owner of Smart Animal Training Systems. Lastly, Alissa Gander, owner of Peace. Love. Paws. was honored in the Solopreneur category.

The finalists and winners were chosen by an independent panel of business leaders who are outside the pet industry.

"Because pets are so vital to us, the women who serve them should be recognized for their outstanding accomplishments," said Shawna Schuh, president of WIPIN. "This award does just that."



WIPIN award recipients Alissa Gander, Amanda Hessel, Yvonne DiVita, Kristen Levine and Carol Bryant (left to right).

