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KRISTEN LEVINE SELECTED BY DOGTV AS A 2019 BRAND AMBASSADOR

Tampa Bay, Florida, November 20, 2018 – Kristen Levine, pet living expert and pet anxiety awareness advocate, has been selected as a 2019 brand ambassador by [DOGTV](#), the first TV channel scientifically designed for dogs to provide an enrichment opportunity that can make them happier and less stressed.

With over 25 years working in the pet industry, 17 years working in PR and marketing and two successful business ventures under her collar, her combined experience sets her apart from other brand ambassadors. She launched the [Kristen Levine Pet Living](#) online platform in 2014 to give people the opportunity to connect with their pets in more meaningful ways and provide pet parents with advice on everything from their pet's health and happiness to smart, must-have products that make pet care easier.

"Through my Pet Living platform, I look to partner with trusted brands that can help bring valuable and educational content to my readers," said Levine. "Fifty percent of dogs in the U.S. alone suffer from fear, stress and anxiety, including my own dog, Chilly. We were already using DOGTV to help reduce his separation anxiety, so the partnership is a great fit."

DOGTV provides television programming for dogs 24/7. Through years of research with some of the world's top pet and veterinary experts, special content was created to meet specific attributes of a dog's sense of vision and hearing and supports their natural behavior patterns.

"Throughout her career, Kristen has always been dedicated to improving the lives of pets and their parents. Her experience and success using DOGTV to calm Chilly, and her commitment to helping pet parents navigate pet anxiety through Pet Anxiety Awareness Week, makes her the ideal ambassador for our company," said Beke Lubeach, Senior Vice President, Partnership and Business Development at DOGTV. "We can't wait to begin our work with Kristen and Chilly in 2019."

In addition to DOGTV, Kristen has partnered with several brands in the pet industry, including Nestle Purina, World's Best Cat Litter, Vetericyn Animal Wellness, HealthyPet®, Toyota, BISSELL and more. She recently launched a new Pet Credible Influencer Program that is

designed to help brands like DOGTV overcome some challenges of working with online advocates and delivers consistent content campaigns that align with a brand's annual marketing initiatives.

For more information about the Pet Credible Influencer Program, visit the brands page on her [website](#). You can also follow Kristen Levine Pet Living on [Facebook](#), [Instagram](#), [Pinterest](#) and [Twitter](#), and see her television reel on [YouTube](#).

About Kristen Levine Pet Living

Pet expert, speaker, blogger and advocate Kristen Levine founded Kristen Levine Pet Living to help pet parents live happier, healthier lives with pets. The website is a multimedia platform where Levine offers health, wellness and lifestyle solutions and advice from experts. A leading pet lifestyle and marketing expert for close to 30 years, Levine is a nationally-known speaker, media personality, and author, reaching passionate pet lovers. She began her career in the pet industry as the PR Director for the Tampa Bay SPCA, where she served for 15 years. In 2003, she launched the first pet-focused marketing agency, [Fetching Communications](#), and later acquired [PetPR.com](#). Currently, she is the Senior Vice President for Pet & Veterinary Practices with [French/West/Vaughan \(FWV\)](#) one of the nation's largest independently owned public relations, advertising and digital marketing agencies.

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