



Media Contact: Meredith Schneider
meredith.schneider@fetchingcommunications.com
(919) 229-8001

BISSELL Homecare, Inc. and Pet Lifestyle Expert Kristen Levine Continue Partnership
Work Together Aims to Help Homeless Pets Find Forever Homes

TAMPA, Fla. (August 7, 2013) – [Kristen Levine](#), pet lifestyle expert, author and pet adoption advocate, has renewed a four-year-long partnership with [BISSELL Homecare, Inc.](#) (BISSELL) to continue serving as an ambassador for its pet adoption initiatives and pack of pet clean-up products.

As the BISSELL pet lifestyle expert, Levine will host social media discussions, contribute monthly pet parenting advice and pet care tips, as well as answer consumer questions on the [BISSELL.com Pet Lovers Community](#) portal. Levine and BISSELL have a common goal to promote adoption of homeless pets across the U.S. [Research conducted by BISSELL](#) found that two out of five Americans would add a pet to their home if they knew cleaning up after them was an easy task.

“BISSELL and I share a common commitment to helping people and pets live their best lives together,” said Levine. “I’m so excited to continue working with them to promote pet adoption by educating people about the BISSELL line of products and solutions designed to make pet clean-up simple, effective and affordable.”

“Consumers know we love pets and often submit questions beyond pet clean-up,” said Trish Taylor, public relations and marketing events manager at BISSELL. “Turning to Kristen who is a trusted and knowledgeable pet expert to provide answers on pet relationships, pet care, trends, etc. is a wonderful resource that we’re happy to offer.”

BISSELL is committed to assisting animal welfare organizations that serve our nation’s homeless pets. The [BISSELL Pet Foundation](#)™ is a charitable 501(c)(3) non-profit organization with a mission to help reduce the number of animals in shelters and rescues by supporting pet adoption, spay/neuter, microchipping and foster care programs. Whenever someone buys a pet clean-up tool and registers it on [BISSELL.com](#), the company donates \$1, \$5 or \$10 to the BISSELL Pet Foundation, depending on the product value, up to \$250,000 per year.

With more than 20 years’ experience in the industry, Levine appears regularly online, in print and on-air with the goal of teaching pet parents how to improve their own lives through the lives of their companion animals. In addition to the BISSELL.com Pet Lovers Community, Levine is a popular columnist and pet expert for Petside.com, Daytime TV, and various longevity blogs, including VibrantNation.com and NextAvenue.com.

About Kristen Levine, Pet Lifestyle Expert

Kristen Levine’s volunteer work led to a 15-year career as the Public Relations Director of the Society for the Prevention of Cruelty to Animals, Tampa Bay, Fla., where she played a critical role in promoting pet adoption and pet lifestyle education. With her knowledge of public relations, pet lifestyle concerns

and family dynamics, she founded [Fetching Communications](http://www.fetchingcommunications.com), the nation's first marketing and public relations firm wholly dedicated to serving the pet and veterinary industry, in 2003. In November 2011, Levine published "Pampered Pets on a Budget: Caring for Your Pet Without Losing Your Tail" with co-author Jeffrey Barnes, available on Amazon.com. Most recently, she acquired PetPR.com, a pet news distribution service for the pet and veterinary industries. Having logged over 1,000 live national radio and television show appearances, Levine is a frequent media guest on pet parenting or trend topics. Recently, Levine served on the Toyota Pet Expert Team (P.E.T.), where she shares her knowledge to help develop programs to teach pet parents the importance of properly protecting and securing pets in automobiles. Levine lives in Florida with her husband, dog, two cats and a pair of miniature donkeys. For more information about Levine, please visit www.kristenlevine.com and for more information about Fetching Communications, please visit www.fetchingcommunications.com.

About BISSELL Homecare, Inc.

For 137 years and counting, Michigan-based BISSELL Homecare, Inc. has developed innovative floor care solutions that make cleaning easier. As a top-selling brand in floor care appliances, BISSELL understands that fuller lives often mean more messes, and that convenient cleaning tools help us embrace life's messier moments. Now in its fourth generation of family leadership, the company supplies households across the globe with vacuums, sweepers, deep-cleaning machines, hard surface cleaners and cleaning formulas. For more information on the complete line of BISSELL floor care products, visit www.bissell.com.

###

Media Contact:

Meredith Schneider

meredith.schneider@fetchingcommunications.com

(919) 229-8001