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## **Pet Living Expert Kristen Levine and FIDO Friendly Collaborate to Launch New Travel Series for Baby Boomer Pet Parents**

*Levine's quarterly column, FIDO Friendly 50+, debuts in the magazine's Spring 2014 issue, on newsstands now*

**TAMPA, Fla. (April 30, 2014)** – [Kristen Levine](#), pet living expert, author and president of [Fetching Communications](#) and [PetPR.com](#), has teamed up with the premier, “leave no dog behind” travel magazine and blog, *FIDO Friendly*, to launch a new travel series, “*FIDO Friendly 50+.*” Levine’s quarterly column, which debuted in the latest issue of *FIDO Friendly*, features pet-friendly travel articles designed specifically for boomer pet lovers.

“Today’s boomers – ages 50-70 – are singularly the largest, most affluent demographic, and fastest growing group of pet parents in the U.S.,” Levine said “They love their pets, value their companionship and like to take them (almost) everywhere they go. In my series, I’ll suggest destinations that feed the soul of pet lovers in this exciting stage of life and share travel tips and must see boomer events around the country.”

Launched in 2001, *FIDO Friendly* is the only magazine dedicated to the travel and lifestyle of man’s best friend. Each issue of the quarterly publication features articles about health & wellness, training advice, fashion trends, adoption stories, celebrities and their pets, travel and adventure, and reviews of top pet products.

“I don’t know if we are the Pepsi generation, but being part of the boomer generation is a pretty great place to be and taking a boomer vacation with Fido just became a lot easier,” Susan Sims, publisher of *FIDO Friendly*, said. “Pet industry expert Kristen Levine shares her experience traveling with Fido in her new quarterly column ‘50+: Celebrating Pet and Life at 50+.’ This unique part of life offers perks and challenges for pet guardians as well as travel insight for the senior pet.”

In addition to *FIDO Friendly*, Levine is also a popular columnist and pet expert for longevity blogs including [VibrantNation.com](#) and [NextAvenue.com](#) and is a frequent speaker at pet and longevity economy marketing events including this year’s Petfood Workshop and What’s Next Boomer Business Summit.

Levine’s first column, “50+: In Full Bloom,” can be read in the Spring 2014 issue of *FIDO Friendly*, on newsstands now and available [online](#).

### **About Kristen Levine, Pet Lifestyle Expert**

Kristen Levine founded [Fetching Communications](#), the nation’s first marketing and public relations firm wholly dedicated to serving the pet and veterinary industry, in 2003 and acquired [PetPR.com](#), a news distribution platform for the pet industry, in 2012. As a pet lifestyle expert, Levine has logged over 1,000 live national radio and television show appearances. She serves as a pet expert for Comcast, Bissell and HSN and is a frequent media guest on pet parenting or trend topics. Levine lives in Florida with her husband, dog, two cats and two miniature donkeys. For more information about Levine, visit

[www.kristenlevine.com](http://www.kristenlevine.com) and for more information about Fetching Communications and PetPR.com, please visit [www.fetchingcommunications.com](http://www.fetchingcommunications.com) and [www.PetPR.com](http://www.PetPR.com).

**About FIDO Friendly**

*FIDO Friendly* is the travel & lifestyle magazine for you and your dog. It offers a complete guide to dog friendly accommodations across the United States and Canada, as well as groomers, doggie daycares, kennels, dog friendly restaurants and bark parks. The quarterly publication also provides articles and advice on caring for dogs while traveling, activities for owners and dogs and profiles of select readers and their dogs. For more information, please visit [www.fidofriendly.com](http://www.fidofriendly.com) or connect with us [Facebook](#), [Twitter](#) or [Pinterest](#).

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