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Former Bucs cheerleader and "national pet lifestyle expert" Kristen Levine founded Fetching Communications about five years ago. Her company, she says, is the first and only pet-dedicated public relations firm nationwide.

Levine worked in public relations for SPCA Tampa Bay for 15 years, she says, before venturing out on her own.

"I didn't want to leave the pet world," she says.

Her Tarpon Springs-based company (www.fetchingcommunications.com) has seven employees, two of whom were just added to take on the company's growth.



Its latest account is West Chelsea Veterinary in New York City. Fetching will promote pet wellness visits, pet health education and build bonds with pet businesses and shelters in Manhattan for the veterinary hospital, Levine says.

Other clients include Florida Veterinary Specialists, Bark Busters Home Dog Training, and the Humane Society University, the educational arm of the Humane Society.

"And, we've just entered into an agreement with Pet Partners, a corporation that owns 15 general practices around the country," Levine says. "The vet sector has really been good for us."