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Nike's Jessica Roosli Joins Pet Partners' Board of Directors

Bellevue, WA, (June 11, 2018) - Pet Partners, the nation's leading organization registering therapy animals for animal-assisted interventions, is excited to welcome Jessica Roosli, Senior Director of Activations within the brand marketing department at Nike, to its board of directors.

"Roosli's passion for animals and high-level marketing experience make her a great addition to our board," said Annie Peters, President and CEO of Pet Partners.

Pet Partners is the leader in improving human health and well-being through the human-animal bond, registering nine species of animals with their human handlers as therapy animal teams. Pet Partners teams make more than 3 million visits per year in hospitals, nursing homes, schools, libraries, airports, and at employee well-being events. Pet Partners also advocates for legislation that promotes human health and well-being through its grassroots advocacy program and educates handlers and the public about the positive impact of animal-assisted interventions (AAI).

Roosli currently serves as senior director global brand event marketing within the brand marketing department at Nike. Her areas of focus include international marketing across the sports, entertainment, and lifestyle industries, sport innovation, and community to drive dynamic long term growth. She is skilled in creating strategic partnerships between marketing teams, sports properties, broadcast partners, licensing partners, brand collaborations, and community members. Roosli graduated from the University of Vermont with a bachelor's degree in Animal Science and earned two master's degrees in International Business Management and Cellular and Molecular Biology. Roosli is passionate for animals and pets and is eager to get involved with Pet Partners.

Founded in 1977 and grounded in the underlying research of AAI, Pet Partners is the gold standard in therapy animal visitation and is widely credited with expanding the field of AAI. Pet Partners is led by a dedicated Board of Directors and advised by members of its Human Animal Bond Advisory Board. www.petpartners.org

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