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## **Pet Partners Hires New National Director of Communications and Digital Platforms**

**Bellevue, WA** – Pet Partners, the nation’s leading organization registering therapy animals for animal-assisted interventions, announced the addition of Allison Younger to its staff. Younger joins the organization as National Director of Communications and Digital Platforms. Her responsibilities include strategically advancing organizational awareness, constituent engagement and human-animal bond health education, management of both the data driven marketing strategy as well as the design, development and implementation of branding and messaging strategies, storytelling, digital presence/website, social media plans, communications, and public relations programs.

“With national and international expansion, we’re pleased to fill the needs of a full-time dedicated communications position,” said Annie Peters, President and CEO of Pet Partners. “Allison’s extensive marketing knowledge and experience in working with nonprofits, make her a great asset to our team and we are excited to have her on board.”

Prior to joining Pet Partners, Younger spent the last decade with the world’s largest nonprofit animal hospital focusing primarily on digital communications strategies, including social media marketing, website management, online fundraising, digital advertising, and email marketing. Younger obtained her bachelor’s degree in mass communications from Norfolk State University in Virginia. Outside her role, she serves on the board of two animal welfare organizations, Small Angels Rescue Inc. and Ready for Rescue.

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**Pet Partners**, formerly known as the Delta Society, is the national leader in demonstrating and promoting the health and wellness benefits of animal-assisted therapy, activities, and education. Since the organization’s inception in 1977, the science proving these benefits has become indisputable. With more than 13,000 registered teams making more than 3 million visits annually, Pet Partners serves as the nation’s largest and most prestigious nonprofit registering handlers of multiple species as volunteer teams. Pet Partners teams visit with patients in recovery, people with intellectual disabilities, seniors living with Alzheimer’s, students, veterans with PTSD, and those approaching end of life, improving human health and well-being through the human-animal bond. With the recent release of its [Standards of Practice for Animal-Assisted Interventions](#) and international expansion, Pet

Partners is globally recognized as the industry gold standard. For more information on Pet Partners, visit [www.petpartners.org](http://www.petpartners.org)