



FOR IMMEDIATE RELEASE
June 29, 2020

Media contact: Jamie Baxter
The Impetus Agency
775-322-4022
jamie@theimpetusagency.com

VIVO360, Inc.'s Sophie Gibson Joins Pet Partners' Board of Directors

Bellevue, Wash. – Pet Partners, the nation's leading organization registering therapy animals for animal-assisted interventions (AAI), is proud to welcome Founder and CEO of VIVO360, Inc., Sophie Gibson, to its Board of Directors.

"Sophie's ability to attract and inspire like-minded individuals coupled with her passion for helping companies adapt to changing conditions makes her a tremendous asset to the Pet Partners Board, and we're excited to welcome her," said C. 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 three million visits per year in hospitals, nursing homes, schools, libraries, and airports, deploys teams after natural, human-caused, or technological disasters, and provides teams for corporate employee wellness 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.

As the driving force behind [VIVO360, Inc.](#), the digital creative agency she formed over 19 years ago, Gibson works to deliver exceptional digital, marketing, and technology solutions to some of the world's most influential brands, including the Atlanta Housing Authority, Voya Financial, Delta Air Lines, Turner Broadcasting, The City of Atlanta, and Hartsfield-Jackson Atlanta International Airport. VIVO360, Inc. has offices in D.C. and Atlanta.

"Pet Partners and I are similar in that we strive to help clients make an impact in the world around them," said Gibson. "I'm honored to bring my digital communications expertise to the Pet Partners Board to help further their mission."

Sophie earned an Executive MBA from the J. Mack Robinson College of Business at Georgia State University, a Certificate in Building a High-Performing Business from The Tuck School of Business at Dartmouth College, and a Bachelor of Arts degree in History from City University of New York-Herbert H. Lehman College.

-###-

Pet Partners 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.