



FOR IMMEDIATE RELEASE
July 8, 2020

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

Fullscreen's Carryl Pierre-Drews 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 Carryl Pierre-Drews, vice president of marketing for Fullscreen, to its Board of Directors.

"Carryl brings deep proficiency in multimedia storytelling, emerging platforms, and relationships with the media industry's most iconic brands," said C. Annie Peters, President and CEO of Pet Partners. "Her entertainment experience combined with her passion for driving audience growth and engagement will be a tremendous addition to the Pet Partners Board."

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 Vice President of Marketing for Fullscreen, a WarnerMedia company, Pierre-Drews is responsible for developing positioning and creating multi-channel ways to tell the Fullscreen story as a leading authority on the social-first generation. Previously, Pierre-Drews was Senior Vice President of Strategic Marketing at NBCUniversal's USA Network where she oversaw integrated marketing and sponsorship development for the annual Westminster Kennel Club Dog Show, and has held marketing roles with MTV, Clear Channel (now iHeartMedia), and Ticketmaster. She holds a B.F.A. in Advertising and Dance from The City College of New York.

"It's not every day that an opportunity comes along that perfectly matches my joy for educating people about the health benefits between people and animals, while drawing upon my marketing expertise. As part of a registered Pet Partners team with my dog Mika since 2015,

I've seen firsthand the effect therapy animals have on our overall health and well-being," said Pierre-Drews. "I'm thrilled to join the Pet Partners Board to help develop marketing strategies to further communicate and expand the vital role of therapy animals in our lives."

-###-

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.