



FOR IMMEDIATE RELEASE
April 12, 2022

Contact: Elisabeth Van Every, Pet Partners
425-679-5514 | press@petpartners.org

Pet Partners Welcomes Laura C.S. Walker to its Board of Directors

Bellevue, Wash. – Pet Partners, the nation’s leading organization registering therapy animals for animal-assisted interventions (AAI), is pleased to welcome Laura C. S. Walker, CAE, Chief Media & Sales Officer at North American Veterinary Community (NAVC), to its Board of Directors.

Walker joined NAVC in 2016, where she manages the NAVC Marketing and Sponsorship teams as well as the NAVC Media division, the veterinary industry’s award-winning and largest portfolio of trade publications including the peer-reviewed clinical journals *Today’s Veterinary Practice* and *Today’s Veterinary Nurse*, the business journal *Today’s Veterinary Business*, and the suite of Veterinary Advantage distribution-facing media products.

Since joining the North American Veterinary Community (NAVC), Laura has led the team that created the Spark! online video network, acquired the Veterinary Advantage media group, launched *Today’s Veterinary Business* magazine, built an online bookstore, published four books, and served as the executive sponsor for the organization’s Veterinary Nurse/Technician Empowerment Initiative. Under Walker’s leadership, the NAVC’s Media division revenue has increased from \$1.2 million in 2016 to almost \$6 million in 2021.

In 2019, Laura spearheaded the launch of NAVC Retriever, an innovative web-based recruitment platform designed to seamlessly connect veterinary professionals with full-time and relief positions in practices across North America.

“I am so excited to bring my knowledge of the veterinary industry, coupled with my expertise in media and sales, to the Pet Partners Board of Directors. My hope is that my love for animals and my industry experience will help continue to propel Pet Partners forward,” said Walker.

Walker earned degrees in both Journalism and Sociology at the University of Georgia. Prior to joining NAVC, she spent 20 years working in media with an emphasis on print and digital sales and marketing and digital content creation and development.

“Walker’s passion for animals and high-level digital and media experience makes her a great addition to our board,” said C. Annie Peters, President & CEO of Pet Partners. “I am looking forward to working with her as we grow this organization.”

Walker lives in Orlando, Florida, with her husband and her yellow Labrador retriever, Athena Sky Walker. She is a voracious reader, loves beach time with Athena, and is looking forward to resuming international travel.

About Pet Partners

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 thousands of registered teams making millions of visits annually, Pet Partners serves as the nation's most diverse and respected 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, people who have experienced crisis events, and those approaching end of life, with the goal of improving human health and well-being through the human-animal bond. With the 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.

###