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**FOR IMMEDIATE RELEASE**

## **Looking for Extraordinary Pets: Could Your Pet Be the Next ‘Pet of the Year’?**

*Nominate a pet today, and support therapy animal visits to those in need*

**(Bellevue, Wash. – Jan. 14, 2025)** Pet Partners, the nation’s leading nonprofit dedicated to improving lives through therapy animal interactions, is excited to announce the national search for its 2025 [Pet of the Year](#). Now in its fourth year, this beloved annual event invites pet parents across the country to nominate their extraordinary companions for a chance to compete in a six-week fundraising event from March 3 to April 14. Could your pet be the one to take the crown?

This isn’t just a competition; it’s an opportunity to make a meaningful difference. Funds raised during the event will directly support therapy animal visits to people in hospitals, nursing homes, schools, airports, and to those affected by community tragedies. Pet Partners Animal-Assisted Crisis Response teams are currently visiting with families and first responders affected by the devastating wildfires in Southern California, bringing a comforting and loving presence.

Whether your pet is a feline, dog, or even a charming miniature horse, this is their chance to shine for a good cause. The demand for therapy animal visits has dramatically increased in recent years.

### **How It Works:**

- **Nominate Your Pet:** You don’t need to have a registered therapy animal to participate; all pets are welcome! Nominate your pet, someone else’s, or honor the memory of a beloved pet who has passed.
- **Compete and Fundraise:** Rally your community to support your pet’s campaign. While being cute and photogenic is a bonus, the 2025 title will go to the pet whose team raises the most funds during the competition.
- **Celebrate the Winner:** The pet crowned as Pet of the Year will be announced on April 15 during a virtual celebration event. They will also receive some amazing prizes, including a professional photo shoot, media interviews, and lots of pet-focused products worth thousands of dollars.

“This competition isn’t just about winning; it’s about making a difference,” said C. Annie Peters, President and CEO of Pet Partners. “Every dollar raised helps us provide more therapy animal visits to

people in nursing homes and hospitals, college students during exams, nervous airport travelers, and much more. It's a chance to celebrate your pet while supporting a cause that touches millions of lives every year."

**Several Pet Partners therapy animal teams and their handlers have already signed up to participate in the competition to help keep their program's funding going. This includes many crisis response teams who have visited after events such natural disasters including the California wildfires. They are available for interviews and welcome press organizations to shadow them as they do their job. For more information about Pet Partners Pet of the Year, visit [petpartners.org/petoftheyear](https://petpartners.org/petoftheyear).**

### **Join the Movement**

The Pet Partners Pet of the Year competition is a celebration of the unbreakable bond between pets and people. By participating, you'll help fund the education and registration of thousands of therapy animal teams that deliver millions of visits every year.

**Visit [petpartners.org/petoftheyear](https://petpartners.org/petoftheyear) to learn more and submit your nomination.**

Help us make 2025 the biggest year yet for therapy animals and the people they serve. Every paw, hoof, or tail makes a difference!

### **About Pet Partners**

Pet Partners is the leader in the therapy animal field for registering volunteer teams. Since 1977, we have supported thousands of teams in making millions of meaningful visits across the country and around the world. Through the human-animal bond, we can improve the physical, social, and emotional lives of both the people and animals involved. Pet Partners supports volunteer teams by offering the highest quality preparation, an unmatched approach to evaluation and registration—for nine different types of animals—and a focus on connections. We elevate the importance of therapy animal visits, and our teams help build a healthier and happier world for us all. Whether or not you have a pet, learn more about sharing the human-animal bond by visiting [petpartners.org](https://petpartners.org).

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