

**FOR IMMEDIATE RELEASE:**

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**KELOWNA, BC, CANADA**



## PetCentricity launches the Ultimate Pet Social Network & Virtual World for the Pet Industry

Imagine an ultimate [pet social network](#) and virtual world for the pet industry; petCentricity is now ***providing a pet centric variation on the familiar Facebook (human) social networking platform.***

The virtual world of petCentricity.com is a focused, advanced and free social networking site designed to bring the world of pets together. And not just dogs and cats, but also rabbits, turtles, fish, birds, horses, reptiles and small furry animals - all are welcome. [PetCentricity](#) provides a common place for pet owners and pets of all types to socialize, share photos, share videos, write blogs, join groups, rate products & services and exchange tips with each other. Whether you have a dog called Spot, a fish called Simon, or even an ostrich called Desmond, there's a place in PetCentricity where you'll feel at home.

PetCentricity.com has a large number of informative articles on a great variety of pet-related topics; everything from choosing a reptile vet to naming your puppy. There is an [Ask a Vet](#) section for expert pet health advice from a veterinarian. Renowned animal trainer, Flo Krisko, the trainer of Super Bowl commercial star Nitro (who joined petcentricity), will be answering questions and providing advice on training your pet.

Additionally, the comprehensive directory provides peer-reviewed sources for pet products and pet service providers in the user's area. For instance, a cat owner in Akron, Ohio can quickly find a pet store, veterinarian, or groomer in their area rated by the people whose opinions really matter, other pet owners.

According to a recent National Pet Owners Survey, 63% of households own a pet. This equates to 69.1 million homes. In a 'playing field' of this size, the owners of petCentricity are aiming to hit a home run.

About PetCentricity.com (<http://www.petcentricity.com> and <http://www.petcentricity.ca>):

PetCentricity Social Network Inc. was founded in 2011 and is headquartered in Kelowna, British Columbia, Canada. PetCentricity is an online social network and virtual world for pets. The company provides a free venue for pets, pet lovers, and pet-related businesses and organizations to interact and communicate for their own mutual benefit. PetCentricity.com contains informative pet-related articles, columns and blogs, and incorporates a comprehensive directory, listing a vast number of pet-related products and service providers.

### **Contact for additional story, photos & comments:**

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