



New Year, New Workout Partner: Petco Partners with Anna Victoria to Help Pet Parents Incorporate Their Four-Legged Friends into Their Fitness Routines

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Exercise circuits provide pet parents the opportunity to reach their 2018 health goals with a judgement-free companion

SAN DIEGO, Jan. 17, 2018 /PRNewswire/ -- Petco today revealed a series of workout circuits designed to motivate pet parents to get in shape in 2018 with their pups by their side. Created in partnership with fitness and nutrition expert Anna Victoria, the fun and inspiring workouts found at petco.com/annavictoria are personalized to accommodate the various energy levels dogs have to help every pet parent (and dog) meet their fitness goals this year.



Recognized worldwide for her inspiring and positive philosophy on physical well-being, Anna has teamed up with the leading pet specialty retailer to produce a dog-friendly exercise collection that fitness enthusiasts can enjoy with the help of their four-legged friends. From sprinting and burpees to sit-ups and planks, there's a workout for any pet parent and pup duo.

"The continued health and wellness of pets and their parents is core to our organization's mission," said Petco Director of Veterinary Medicine Dr. Christie Long. "As we enter a new year with personal goals and resolutions in mind, our partnership with Anna Victoria supports the power of the human-animal bond and the role our pets play in contributing to the well-being of our families."

Built off the [Fit Body Guides](#) and recent launch of her Body Love with Anna Victoria app (available for iPhone and web) her million-plus [Instagram](#) followers live by, Anna's motivation for the partnership comes from her own beloved pup [Rigatoni](#), a six-month-old Golden Retriever Anna and her husband welcomed to their family in August of 2017.

"I'm thrilled to partner with Petco to help pet parents and their dogs meet their 2018 fitness and wellness goals," Anna said. "Workouts should be a part of our day we look forward to, and there's no doubt pet parents will find reasons to get excited about exercises they can tackle with a work out partner that never cancels, never complains and always stays motivated."

The exercise circuits – developed by Anna Victoria in partnership with Dr. Christie Long – consist of a range of activities to choose from based on a dog's size and energy levels. For dogs with high-energy, fetch, swimming and agility drills are great exercise options. Exercises that focus more on the physicality of the pet parent like crunches, lunges and burpees can be used for dogs of varying activity levels.

To ensure they are healthy enough to participate in these activities, Dr. Christie Long recommends pet parents schedule a physical exam with a veterinarian for their dog before embarking on an exercise program. Just as humans have preferences for specific exercises and strenuous activity, owners should also be aware of their dogs' individual likes, dislikes and limitations.

Visit petco.com/annavictoria for more information on the individual exercises that work best for you and your dog along with additional activity suggestions to help pet parents keep active all year long with their pets right by their side.

About Petco and the Petco Foundation

With more than 50 years of service to pet parents, Petco is a leading pet specialty retailer that obsesses about delivering health and happy experiences for pets and the people who love them. We do this by providing the products, services, advice and experiences that keep pets physically fit, mentally alert, socially engaged and emotionally happy. Everything we do is guided by our vision for Healthier Pets. Happier People. Better World. We operate more than 1,500 Petco and Unleashed by Petco locations across the U.S., Mexico and Puerto Rico; prescription services and pet supplies from the leading veterinary-operated pet product supplier, Drs. Foster & Smith; digitally-delivered pet health advice through PetCoach; and petco.com. The Petco Foundation, an independent nonprofit organization, has invested more than \$200 million since it was created in 1999 to help promote and improve the welfare of companion animals. In conjunction with the Foundation, we work with and support thousands of local animal welfare groups across the country and, through in-store adoption events, help find homes for more than 400,000 animals every year.

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