

FOR IMMEDIATE RELEASE

Contact: Heather Rodriguez, Director of Public Relations
727-845-5707, heather.rodriguez@gulfside.org

6TH ANNUAL VIRTUAL PET PAGEANT RETURNS TO SUPPORT HOSPICE PATIENTS AND THEIR BELOVED PETS

LAND O' LAKES, FL. (February 23, 2025) – For hospice patients, pets are more than companions. They are comfort during uncertainty, routine in the midst of change, and unconditional love when it's needed most.

Gulfside Hospice is proud to announce the return of its **6th Annual Virtual Pet Pageant**, now expanding across Pasco, Hillsborough and Pinellas counties to raise critical funds for its Pet Peace of Mind® program.

The 2026 goal is to raise **\$10,000** to support local hospice patients and the pets they love.

Pet Peace of Mind® ensures hospice patients never have to worry about their pets' care during the end-of-life journey. Through donor support, the program provides pet food and supplies, transportation to veterinary appointments, medications and vaccinations, boarding and pet sitting, and assistance finding a loving forever-home if needed.

The community is invited to enter their furry, feathered, finned or scaled friends for the chance to be named "**Best Pet Pal of Tampa Bay 2026**" — earning bragging rights while helping raise meaningful support for hospice patients and families.

Pets can be entered online at GulfsidePets.org for a \$10 donation. Each contestant receives a personalized page to share with friends and family, where votes can be cast for \$1 each.

Entries and voting close on April 10 at 12 p.m. Winners will be announced on National Pet Day, April 11, across Gulfside Hospice's social media platforms ([#GulfsideGiving](https://GulfsideGiving)).

Award categories include **Most Photogenic**, selected by a volunteer committee, and **Most Popular**, determined by community votes. Winners will receive prize baskets filled with goodies generously donated by local pet businesses.

"This pageant brings joy to our community, but at its heart, it's about compassion," said Katya Guillaume, Donor Engagement & Advising Lead. "Every entry and every vote help ensure hospice patients can focus on spending meaningful time with their pets, not worrying about how they'll be cared for."

For more information about entering, voting, or sponsoring the 2026 Virtual Pet Pageant, visit GulfsidePets.org or contact the Donor Engagement Team at 727-845-5707 or giving@gulfside.org.

About Gulfside Healthcare Services

Gulfside Healthcare Services is a non-profit organization serving the Tampa Bay region for more than 35 years. Its three lines of business include Gulfside Hospice, Gulfside Palliative Care, and Gulfside Home Health. No patient is ever turned away because of an inability to pay.

For more information, visit www.gulfside.org or call 800-561-4883.