



Lap of Love 
Veterinary Hospice & In-Home Euthanasia

Media Kit



Because
pets are
family!



Table of Contents

Backgrounder	2
Fact Sheet.....	3
What Makes Us Unique	4
Co-Founder Bio.....	5
What People Say about Us	6
Timeline.....	7
Media Coverage.....	8

Lap of Love veterinarians had the honor of assisting all of the beloved pets featured in this media kit

Cover Photo: **Bailey**, Woodbridge, VA, Sharesa Marie Photography



Coco
Yorba Linda, CA



Backgrounder

Company Overview

[Lap of Love](#) Veterinary Hospice is the most trusted and recommended provider of in-home euthanasia, in-home hospice, telehospice, and pet loss support services across the United States and in Canada. Founded in 2009 by Dr. Mary Gardner and Dr. Dani McVety, Lap of Love is the most preferred network of veterinarians exclusively dedicated to in-home, end-of-life veterinary care, with over 400 doctors helping pet families. At Lap of Love, we believe all pets and their families deserve the most compassionate and supportive end-of-life experience. Our team provides quality-of-life assessments, pain and anxiety management, end-of-life consultations, and peaceful euthanasia in the comfort of a pet's favorite place—home.

Our Philosophy

We consider the human aspect of a pet's end-of-life care just as important as the medical aspect. Lap of Love doctors know that discussing when to say goodbye is the most important conversation a veterinarian ever has with a family. Our veterinarians offer compassionate, open-minded guidance to pet parents who are deciding when, how, and why to either euthanize or continue medical management for their pet. Our group's philosophy centers around the human-animal bond and the need for that bond to be as undisturbed as possible during this most difficult time.



Gemini
Everett, WA

Our Logo



[Download](#) our logo.





Fact Sheet

At a Glance:

Year founded: 2009

Co-Founder & CEO: Mary Gardner, DVM

Headquarters: Tampa, FL

Total veterinarians: 450+

Total support staff: 300+

Total areas served: 140+ areas in 40 states across the US

- Lap of Love offers hospice care (which includes quality-of-life assessment, pain and anxiety management, and end-of-life consultation), and peaceful euthanasia, all in the comfort of the pet's favorite place—home. We also offer telehospice and Pet Loss Support services.
- Lap of Love was modeled after human hospice. Our veterinarians focus on palliative care and pain management, not on curing a pet's disease.
- Since Lap of Love's inception, our veterinarians have helped over one million pets and their families.
- Lap of Love expanded into Canada with the acquisition of Midtown Mobile Veterinary Hospice Services.
- Lap of Love's Support Center is available 24/7, every day of the year.

Lap of Love Veterinary Hospice & In-Home Euthanasia
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Max
Tampa, FL



What Makes Us Unique

Our Services

Lap of Love exclusively offers end-of-life, veterinary care services. These include:

- Peaceful, dignified, in-home euthanasia
- In-home veterinary hospice
- Telehospice
- Virtual pet loss support services

We also provide quality-of-life assessments, pain and anxiety management, and end-of-life consultations. Our veterinarians offer compassionate, open-minded guidance to pet parents who are deciding when, how, and why to either euthanize or continue medical management for their pet. A peaceful, end-of-life experience best supports the comfort of the patient, allows the clients to navigate their grief without the burden of guilt, and provides the most supportive environment for doctors. These benefits culminate to unparalleled patient care and promotion of the human-animal bond.

Our Doctors

When hiring, Lap of Love specifically seeks empathetic veterinarians who provide clients with gentle guidance and genuine compassion instead of narrow-minded judgment. Any veterinarian who chooses to dedicate his or her life to the practice of veterinary hospice and euthanasia is incredibly special. It's not an easy role to play in our society, and when asked why we do this, our response is always, "Because it is an honor."

We are Industry Pioneers

Lap of Love has revolutionized the care of geriatric pets, the end-stage management of terminal illnesses, and the handling of euthanasia in the veterinary space. By perfecting the veterinary hospice concept and proactively bringing euthanasia into the home, we have transformed end-of-life care from a minute percentage of practice into its own industry.

As pioneers in end-of-life care, we seek to actively educate and share our vast reserves of knowledge with other veterinary professionals and pre-professionals, providing critical information that is not taught in veterinary schools. This has substantially contributed to the growth of a new culture of veterinarians, doctors who are learning to treat death not as a failure of medicine, but as the natural progression of biology.



Jewel
Port Richey, FL
Autumn Resch Photography



Lap of Love Co-Founder & CEO



Mary Gardner, DVM Co-Founder & Chief Executive Officer

Veterinarian | Speaker | Entrepreneur | Author | Inventor

Dr. Mary Gardner spent a decade in software design before completing her Doctorate of Veterinary Medicine. She worked in general practice for two years before joining Dr. Dani McVety as the co-founder and CIO of Lap of Love in 2010.

Combining her software experience with her knowledge of the veterinary industry, Dr. Mary led the development of Lap of Love's proprietary practice management software, which is specific for veterinary hospice and euthanasia services. Dr. Mary assumed the role of CEO in 2025.

Dr. Mary writes and speaks for professional and lay audiences on all aspects of end-of-life care, including veterinary hospice and euthanasia. She is a frequent speaker at veterinary industry events, professional sales meetings, veterinary schools, and animal hospitals around the country. Dr. Mary won the 2020 VMX Small Animal Medicine Speaker of the Year. In 2022, she published four books for pet owners who are caring for [geriatric dogs](#) and [cats](#) and two [children's activity books](#) focused on senior pets.

Learn more about [Dr. Mary](#)

Dr. Mary, and Lap of Love have been featured on many local, national, and professional [media outlets](#).



What People Say About Us

What Our Clients Say

"Because of you, I'm not afraid to get another dog."

— J. Weddington, Albuquerque, NM

"To have Maggie home, on her bed, with her pillow, surrounded by all was the greatest gift we could ever give her. I can't say enough about Lap of Love and the warm environment they provide at such a difficult time."

— Tracy, Bob, Chris and Pat, Freeport, NY

"Dr. Anne reassured us that letting Connor go was the compassionate thing to do. She took one of the worst days of my life and made it much better than I could have imagined."

— K. Arbaugh, Media, PA

"Dr. Leann gave wonderful counsel, removing guilt and dread from the process. With her empathy so apparent, I was able to express my grief fully, without fear of judgment."

— B. McIlvaine, Vista, CA

"With [Dr. Lori's] hospice help, Daisy and I were able to enjoy 5 more months together!"

— D. Ortega, Portland, OR

...and thousands more on our [website!](#)

What Our Doctors Say

"I love this work so much. Helping animals as well as people was always my hope and this work allows me to do that in such a meaningful way. I am truly grateful for my job!"

— Beth Ruggles, DVM, Cincinnati, OH

"I have the resources to provide an excellent standard of care to my patients and to myself. I'm surrounded by people who truly want to see me live my best life."

— Miranda Shaw, DVM, Chicago, IL



Coco
Franklinville, NJ
Valerie Bruder Photography



Timeline

- 2009** — Dr. Dani McVety starts Lap of Love Veterinary Hospice in Tampa, FL.
- 2010** — Dr. Mary Gardner joins Lap of Love as co-founder.
- 2011** — Lap of Love welcomes their first veterinarian outside the state of Florida, in Charlotte, NC.
- 2015** — Lap of Love establishes a dedicated Support Center, staffed by a team of compassionate professionals to assist families over the phone.
- 2020** — Lap of Love launches Telehospice services to serve families nationwide in response to COVID.
- 2021** — Lap of Love has been honored to sit at the bedside of more than 400,000 pets and their families, assisting in the peaceful and loving transition of euthanasia, since it was founded.
- Lap of Love launches dedicated Pet Loss Support services for anyone who has experienced the loss of a pet.
- 2023** — Lap of Love acquires the Companion Animal Euthanasia Training Academy (CAETA).
- Lap of Love launches our [Pet Memorial Keepsakes](#) site.
- 2024** — Lap of Love expands beyond the continental border to serve pets in O'ahu, Hawaii.
- 2025** — Lap of Love expands to serve 40 states across the country.
- Dr. Mary Gardner steps into the role of CEO.
 - Lap of Love's team grows to over 450 doctors nationwide!
- 2026** — Lap of Love has been honored to sit at the bedside of more than one million pets and their families, assisting in the peaceful and loving transition of euthanasia, since it was founded.
- Lap of Love expands into Canada with the acquisition of Midtown Mobile Veterinary Hospice Services.
 - Lap of Love's Support Center is now available 24/7.

A close-up photograph of a black and white cat with striking yellow eyes, looking directly at the camera. The cat is positioned in the bottom right corner of the page, partially overlapping the timeline text.

Ben E. Bighead
Waynesboro, GA



Media Coverage

[The toughest goodbye, made a little easier](#), ABC10, 9/8/25

[I loved my 17-year-old dog. When was the right time to let her go?](#), *The Washington Post*, 3/29/25

[All pets go to heaven. She helps them do it at home.](#), featured on the front page of *The Washington Post* (print version), 2/29/2024

[A good death – hospice and end-of-life options for your pet](#), City View Des Moines, 10/4/2023

[How Pet Owners Helped Their Dying Pets Have Good 'Last Days,'](#) *Huff Post*, 6/7/2023

[Mobile vet helps guide pets through "quality of death,"](#) News Center Maine, 5/4/2023

[How to make your home safer and more comfortable for a senior dog](#), *The Washington Post*, 4/25/2023

[5 Pillars of Veterinary Hospice Care](#), DVM360, 10/14/21

[How to Improve Your Senior Dog's Quality of Life](#), American Kennel Club, 5/4/2021

[Hey Thanks, Lap of Love](#), Nashville Scene, 11/19/2020

[In-Home Euthanasia: Putting a pet down at home](#), Be.Chewy.com, 9/26/2019

[Hospice Care for Family Pets](#), Fox 5 NY, 9/24/2018

[All Dogs May Go to Heaven. These Days, Some Go to Hospice.](#) *New York Times*, 12/1/2013

...and many more on our [website!](#)

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Emma
Chicago, IL