



UrgentVet Honored with 2026 Telly Award for 'Furriest Third Wheel' Commercial Campaign

TAMPA, FL, UNITED STATES, September 24, 2026 /EINPresswire.com/ -- UrgentVet, a pioneer in the veterinary urgent care model, has been recognized with a Telly Award at the 2026 Telly Awards. The company was honored with a Bronze award in the Regional Television - General Professional Services category for its recent commercial campaign, "Furriest Third Wheel."

Founded in 1979, the Telly Awards honor excellence in video and television across all screens and receive more than 14,000 entries annually from around the world. Winners are selected by the Telly Awards Judging Council, a panel of industry leaders representing respected organizations in media, entertainment, production, and advertising. Each year, only a fraction of entries receive award recognition, placing UrgentVet among a distinguished group of organizations honored for excellence in creative storytelling. Recent Telly Award winners have included work from globally recognized brands and media companies such as Disney, Netflix, HBO, Google, and McDonald's.

The "Furriest Third Wheel" campaign was created to capture a relatable truth for pet owners: unexpected pet health concerns rarely happen at convenient times. Through humor, authenticity, and emotional storytelling, the campaign highlights UrgentVet's core mission of helping pet parents get answers and care when they need it most.

"We're honored to be recognized by the Telly Awards for Furriest Third Wheel," said Justin Cross, Vice President of Marketing at UrgentVet. "Effective marketing starts with understanding the real experiences pet owners face every day. This award reinforces our commitment to telling stories that connect with pet families and help them better understand their options for care when the unexpected happens."

"When we started UrgentVet, we believed pet owners deserved an affordable, accessible option when unexpected health concerns arose and their primary veterinarian wasn't available," said Dr. Jim Dobies, founder of UrgentVet. "Nearly 1 million pet visits later, that belief continues to guide us. We're proud to provide high-quality and affordable urgent care that helps pets get the treatment they need while giving pet owners peace of mind."

As demand for veterinary urgent care continues to grow, UrgentVet remains focused on expanding access to convenient, high-quality care for pet owners across the country. The company continues to invest in its teams, diagnostic capabilities, and patient experience as it

brings its urgent care model to more communities nationwide.

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About UrgentVet: Founded in 2015 by veterinarian Dr. Jim Dobies, UrgentVet helped pioneer the veterinary urgent care model in the United States. Headquartered in Tampa, Florida, UrgentVet is part of American Veterinary Group and operates a rapidly expanding network of nearly 100 locations nationwide. UrgentVet provides care for pets nights, weekends, and holidays, 365 days a year, bridging the gap between primary care veterinarians and 24-hour emergency hospitals. Each location combines experienced veterinary professionals with advanced diagnostic technology, including digital radiology, ultrasound, and in-house laboratory capabilities. Staffed by Fear Free® certified professionals, UrgentVet is committed to delivering a comfortable, low-stress experience for pets and their owners when they need care the most. Learn more at urgentvet.com.

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