



where pets come first

BIRTHDAY FUN FOR LOCAL PET LOVERS

What: Fundraising weekend at Pets at Home Boston as the store celebrates its first birthday with the local pet community

When: Saturday 26th and Sunday 27th February
For a photo opportunity please call 0161 234 9773

Where: Pets at Home
1 Queen Street, Boston, Lincolnshire, PE21 8XD

Press

Contacts: For further information, please contact Jerome Foucart at Euro RSCG on 0161 234 9773 or email jerome.foucart@eurorscg.com

Pets at Home Boston, celebrating its first birthday, has organised a fundraising weekend to try and raise as much money as possible for a local animal charity.

The store, which has been partnered with Doris Banham Dog Rescue since last summer, is inviting the town's pet lovers to meet and greet representatives from the local organisation this weekend. Attendees will be able to learn more about the work undertaken by the charity and hopefully donate much-needed funds towards the cause.

Store manager, Andy Watson, says: "We always look for ways to get actively involved in the local pet community and support local organisations in raising awareness of responsible pet care in the area."

Andy and his team raised over £559 for Support Adoption For Pets over the last 12 months. The charity, established and supported by Pets at Home, aims to promote and encourage the re-homing of adoptable pets, support animal welfare charities and encourage responsible pet ownership.

A special party for the area's pet lovers will also be taking place over the weekend as part of the store's first birthday celebrations. Customers will be able to take part in free pet workshops, which will be held on Saturday and Sunday for anyone who has an interest in caring for small animals (from 12pm) or reptiles (from 3pm).

Andy says: "The birthday party is our way of saying a big thank you to pet lovers in the area for their support over the last twelve months. It has been a real pleasure welcoming the town's pets and their owners into our store and we're looking forward to meeting many more in the future."

There will also be a range of fun activities and free entertainment for families, with a face painter* on hand to transform children into anything and everything from beautiful butterflies to crazy cats (available on both days from 10am until 4pm) and a colouring competition for young pet lovers, with a 'fin-tastic' prize to be won – a beautiful fish tank, specially designed with children in mind.

One lucky customer will be given the chance to win £25 worth of Pets at Home vouchers in a 'guess the name of the bunny' competition. Entry will cost £1 with all proceeds donated to Support Adoption For Pets.

A specially-trained Nutrition Advisor will also be on hand to provide a free nutrition consultation service for dogs, while local dog and cat owners will be able to learn more about the best flea and worm treatments for their four-legged friends from qualified store team members.

Pets at Home Boston provides thousands of dedicated pet products for local dogs, cats, small animals, reptiles, birds, fish and wildlife.

- ENDS -

NOTES TO EDITORS:

* Not suitable for children under 3 years old. Children must be accompanied at all times by a parent or guardian

Pets at Home offers great products, tips and advice to keep your pet happy and healthy. From specialist pet food to toys and training aids, there is everything a pet owner could wish for and more.

There are over 270 Pets at Home stores across the UK. To find your nearest store and for further information log onto www.petsathome.com

Winner of Speciality Retailer of the Year and Employer of the Year at the Retail Week Awards 2010.