



where pets come first

## **PETS AT HOME OPENS NEW CONVENIENCE STORE IN SOUTHEND**

Pets at Home is investing more than £165,000 in a new convenience outlet at the London Road Retail Park in Southend, opening on Friday 25<sup>th</sup> March.

The store will be called 'Your Local Pets at Home' and is creating 8 new jobs for the community. Store Manager, Dave Howard and his team have been busy undergoing special training to further develop their pet care expertise.

He says: "I'm delighted to be opening our new store in Southend Victoria. Customers will find it slightly different to our other store in Southend on Airport Business Park as the store is all about convenience. There aren't any furry or finned friends to distract pet lovers, so time is saved for shopping. Specially-trained pet advisors are also on hand to provide advice on pet care whether you have a handsome hamster, a little nemo or a bearded dragon at home!"

This will be the second 'Your Local Pets at Home' for the company and will stock a wide range of pet products for local dogs, cats, small animals, birds, fish, reptiles and wildlife as well as licensed flea and worm treatments. There will also be a dedicated Nutrition Centre offering the best choice of specialist food and nutrition advice.

Dave is looking forward to welcoming local pets and their owners to the new store.

He said: "We aim to be an integral part of the local pet community and hope to be a convenient one-stop shop for customers and their pets. Whether you are looking for food, accessories, advice, ideas or something a bit quirky, 'Your Local Pets at Home' has the most fantastic range and choice.

"Pets of all shapes and sizes are welcome to come into store with their owners. We are passionate about pets and that is evident to everyone who visits a Pets at Home store!"

**ENDS**

For further information on the Southend Victoria store, please contact Jerome Foucart at Euro RSCG PR on 0161 234 9773. Alternatively please email [jerome.foucart@eurorscg.com](mailto:jerome.foucart@eurorscg.com)

**Store address:**

Your Local Pets At Home  
Unit 3, London Road Retail Park  
London Road  
Southend  
Essex  
SS1 1PA

**Notes to Editors:**

**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 280 Pets at Home stores across the UK. To find your nearest store and for further information log onto [www.petsathome.com](http://www.petsathome.com)

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