

FOR IMMEDIATE RELEASE



New Locally-Owned Neighborhood Pet Store Puts Playful Twist on Pet Product Shopping

Pet Supplies Plus of Pleasanton to Offer Array of Natural Foods, Toys, Goods & Hassle-Free Services

PLEASANTON, California – [Pet Supplies Plus](#) will soon open a location at 4230 Rosewood Drive in Pleasanton, offering local pet parents a hassle-free way to find better products for their pets, while saving them money and celebrating the fun of pet ownership. In addition, the store will offer amenities such as self-pet wash stations, knowledgeable pet care team members and carry-out service in which team members carry heavy items to neighbors' cars.

The store will be owned by local franchisees Joshua and Diana Burton, who are both pet lovers and have fostered many dogs over the years. Diana has a background in human resources while Joshua owns and operates two restaurants. The pair is blending their business background with their love for pets to bring Pet Supplies Plus to Pleasanton.

As a community partner, Joshua and Diana will partner with local animal shelters, rescue organizations and non-profits such as the Tri-Valley Animal Rescue, Valley Humane Society and Allie's Pals Cat Rescue to host year-round adoption events, fundraisers and pet food and product drives. They will also host fun, interactive events for pets designed to socially connect pet parents throughout the Pleasanton community.

To welcome the community, Joshua and Diana Burton, will host a weekend long grand opening event. Beginning on Saturday, August 11 and continuing through Sunday, August 12, the new Pet Supplies Plus will offer special prize giveaways, unbeatable sale prices and more. The primary giveaways are as follows:

- Saturday, August 11 - Sunday, August 12 – Neighbors have a shot at winning a complimentary, one-year supply of dog or cat food.
- Saturday, August 11 - Sunday, August 12 – Pet Supplies Plus of Pleasanton will offer complimentary nail trims and self-service dog washes for pets.
- Saturday, August 11 – Mystery scratch cards, between the amounts of \$5-\$50, will be given to neighbors throughout the day.
- Sunday, August 12 – The first 100 neighbors who enter the store will receive a coupon for a free, small bag of dog or cat food – valid on any brand within the store.

Pet Supplies Plus will offer Pleasanton pet parents a wide selection of natural pet foods, goods and pet services at low prices and focus on a unique, rich in-store experience for "neighbors"

(the term Pet Supplies Plus uses for customer). The store will also feature grooming services and veterinary service offerings provided by [VIP Petcare Clinics](#).

Joshua and Diana Burton said pet parents are always welcome to shop with their pets at the store, where knowledgeable team members are on-site to answer questions, offer tips or just get on their hands and knees to play with pets who enter the store.

“We love when you visit our store and we want to have fun with you while you’re here – we don’t just want to sell you pet food,” Joshua Burton said. “Our *Minus the Hassle* tagline refers to making shopping for your pet an enjoyable, easy experience. For example, we don’t want you lugging your food out to your car – that’s our job. If you want to wash your dog, come on in. We’ll deal with the mess that’s tied to a bathing session.”

Neighbors have access to an experienced and knowledgeable team help them find everything they need. Each team member is extensively trained in the areas of natural and holistic foods and are able to answer a broad range of questions about dogs, cats, birds, reptiles and fish. Shoppers can also take advantage of the free Preferred Pet Club, which offers members regular coupons on products they purchase frequently and monthly specials, resulting in big savings.

The 7,500 square-foot store will create 15 new jobs for the community of Pleasanton. It will be open Monday – Saturday 8 a.m. – 9 p.m. and Sunday 9 a.m. – 7 p.m. To contact Pet Supplies Plus of Pleasanton, call (925)-225-0899 or visit www.petsuppliesplus.com.

About Pet Supplies Plus

Pet Supplies Plus is focused on making it easier to get better products for your pet. With 435 locations in 33 states, the stores have a streamlined design making it easy to navigate a wide assortment of natural foods, hard goods and pet services. Headquartered in Livonia, MI., Pet Supplies Plus is ranked in Entrepreneur magazine’s Annual Franchise 500® list as the Top Full-Service Pet Supplies Franchise for its exceptional performance in areas including financial strength, growth rate and system size. For more information visit www.petsuppliesplus.com.

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