



FOR IMMEDIATE RELEASE

## Entertainment and Education for Pet Lovers at ANIMART's 9<sup>th</sup> Annual Pet Fest

MADISON, WI – 8 SEPTEMBER, 2011 – ANIMART Pet Store in Madison is gearing up for its 9<sup>th</sup> annual Pet Fest, an all day family event featuring pets, prizes, games, entertainment and refreshments. The festivities will be held rain or shine on Saturday, September 17 from 10am – 6pm, with select proceeds benefitting Capital K9's and local animal rescue groups.



The live entertainment lineup includes legendary children's performer, David Landau and nationally touring acoustic rock group, [The Lucas Cates Band](#). Radio stations WIBA-FM with Van Edwards, WZEE-FM and WMAD-FM with Tracy and Mike will broadcast live at the event. In addition, local food vendors will be on hand to provide festive fare throughout the day.

Pet Fest offers opportunities to learn about a variety of pets, including fish, birds, reptiles, dogs, cats and other small animals.

Interactive activities include a petting zoo, face painting, dog wash, Betta fish toss and ferret races. Demonstrations from Capital K9's and a chance to meet Madison Mounted horse patrol round out the schedule of events.

"We want families to bring blankets or lawn chairs to spend the day with us at Pet Fest," said Lisa Lasak, ANIMART store manager. "Pet lovers and their pets will enjoy lots of fun and educational activities."

With over 2,000 attendees at last year's event, ANIMART event organizers are expecting an even greater turnout this year. For more information on Pet Fest, including a schedule of events, map and directions visit <http://www.animartpetstores.com/petfest>.

*Established in 1982, ANIMART is a family-owned [pet store in Madison, Wisconsin](#), where you'll find all your Furry Purry, Creepy Crawly, Feathered Fuzzy Wuzzy, Wet & Wild things! ANIMART is located at 4303 East Towne Way, Madison, WI (608)242-2140. For more information on other kid's programs, pet products, services, or upcoming events, go to [www.animartpetstores.com](http://www.animartpetstores.com).*

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