



**At LIEN CROSSING
by East Towne and Target
Madison WI (Local) - 608-242-2140**

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Animart Makes Tails Wag This Holiday Season

Animart Pet Store is in the spirit of giving this holiday season. As part of their new holiday promotion, Animart is spreading the good cheer to local pet charities and nursing homes with their Madison location's Christmas [donation drive](#).

"At Animart we are always looking for good ways to give back to community," says the pet store's Manager, Lisa Lasack.

Animart has been long supporters of various charities and rescue groups around the Madison area, including such organizations as WAGS, Capital K9's, Greyhound Rescue, Macaw Care, Pug Rescue, Serpent Sanctuary, Friends of Feral, Ferret Nook, and Dodge and Adams Co Humane Societies. Earlier this fall Animart held their annual Pet Fest which raised over \$1,500 dollars worth in donations for these groups. Now Animart is continuing to support their efforts with their new holiday donation drive.

Until December 24th, Animart is offering 50% off select items donated to these groups, including everything from pet food to toys. The event has currently raised over \$400 worth in merchandise for the organizations and they are expecting to see more donations this coming week.

"We are very passionate about providing animals with a better life, and we know a lot of our customers feel the same way," comments Lasack. "Any donations made off of these organizations' [Wish Lists](#) make a big difference to these animals."

But Animart's fundraising efforts aren't just for the animals themselves. They've also started a new campaign called "Fishing for Smiles" sponsored by the Madison Rotary Club which delivers fish to local nursing homes. For a small price, you can donate a betta fish to this cause and



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Animart will donate another one on your behalf. The idea for the promotion was based off the belief that fish can have a very calming and positive effect on people, especially in older age.

According to Lasack, "We believe in the ability for animals to enrich our lives. If we can make one tail wag or one person smile, it's all worth it."

About Animart:

Established in 1982, ANIMART is a family owned pet store 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 their holiday specials and other [events](http://www.animartpetstores.com/) , go to <http://www.animartpetstores.com/>.

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