



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

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ANIMART Pet Store Takes an Innovative Approach towards Child Care

ANIMART Pet Store in Madison has always been known for their innovative approach in the pet industry by promoting proper pet care through interactive and informative programs. Now they're taking that approach to child care. Within the past year ANIMART has developed several children's programs to educate kids about pets through fun and interactive activities, most recently coming out with their new Drop Off Kids Club.

The idea for their Drop Off Kids Club was developed after the success of their children events, birthday parties, story time and summer camps. Seeing there was a demand for fun animal friendly programs for children, ANIMART decided to take this concept in a new direction. Why not provide a service that is not only engaging to children, but also offers parents a convenient and flexible child care option?

The new Drop Off Kids Club allows parents to drop their children off at ANIMART according to their own schedule while their children explore new creatures and learn valuable information about pets and their proper care. At ANIMART, children engage in a variety of activities from playing with the animals, making crafts, and participating in fun educational games. While the program offers an exciting opportunity for children, its real innovation comes from its convenience for parents.

"Here at ANIMART we understand how stressful and busy being a parent can be," says Lisa Lasack, Manager of ANIMART Pet Store. "With our safe and quality educational service, we can relieve some of that stress. Whether you're looking for child care in a time crunch or just need a break, we're here to help out."

ANIMART's flexible services will come in handy with the approaching holiday season. Located right next to Madison's East Towne Mall, ANIMART's Drop Off Kids Club will be an easy option for parents looking to do holiday shopping without worrying about their kids. To



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accommodate parents during this busy time of year, ANIMART is extending their hours on Black Friday (opening at 4am) and over the Winter Break (December 20-31). They are also offering a great introductory rate of \$5 per family (4 children per family max) for the first three hours of their Drop Off Kids Club.

According to Lasack, "We believe our program has a lot to offer both children and parents and are excited to see where it takes us in the future."

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 Drop Off Kids Club and hours, go to <http://www.animartpetstores.com/daycare/>.

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