



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

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ANIMART's Pet Fest Brings Together Community of Animal Lovers

On October 2, 2010 ANIMART held their 8th annual Pet Fest at their Madison location. All sorts of Furry Purry, Creepy Crawly, Feathered Fuzzy Wuzzy, Wet and Wild things turned up for the festivities whose proceeds go toward local animal rescue groups and Madison's Capital K9 program.

What originally started out as a small fundraising opportunity for local rescue groups and shelters, Pet Fest has now become a big pet celebration attracting pet lovers all over the state of Wisconsin. According to ANIMART's Manager, Lisa Lasack, "We have done it for 8 years now, and each year it gets more exciting and draws new people. Pet Fest 2010 was probably, in my memory, the best turnout we've had yet."

This year's Pet Fest attracted over 2,000 people and featured a variety of interactive activities for pets and their owners including a Creepy Crawly Show, which allowed event goers to get up close and personal with some of ANIMART's more exotic animals. Also going on throughout the day, were a full spectrum of animal races ranging from rats and ferrets to frogs and hermit crabs. A huge favorite among spectators were the dog radar runs where participants were able to record their dog's top speeds out on the track.

Other events included a pet friendly ice cream social, carriage rides, educational seminars, and demonstrations by Capital K9 and WAGS service dogs.

While Pet Fest provides a lot of fun entertainment, at heart it's a fundraiser for the animals themselves. This year's event raised around \$1,500 for local rescues and Capital K9s. It also gave animals from local shelters and rescues the opportunity to find a forever home through their day long "Adopt-a-thon."



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Over the years, ANIMART has devoted a lot of their efforts to promote the well-being of animals. They hope that Pet Fest will act as a fun platform to educate people on proper pet care, as well as celebrate the animals themselves.

“I am very proud to have been on the organizational end of this event since its beginning” says Lasack. “I foresee Pet Fest continuing to grow and create even more awareness for quality pet education, knowledge, and mostly, highlight the importance of pets in people’s lives.”

The goal for 2011 is to double the event and potentially attract over 4,000 attendees to educate and interact with even more pet lovers, families and children.

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, Inc. is located in Beaver Dam, WI (1113 N. Spring Street) - (920) 885-2814 & Madison, WI (4303 East Towne Way) – (608) 242-2140. The 9th Annual Pet Fest event will be held in September, 2011. If you’d like to become a corporate sponsor of Pet Fest or would like more information, go to <http://www.animartpetstores.com/>.

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