

FOR IMMEDIATE RELEASE

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Hardly A Match You'd Expect

Pet stores and animal rescues often have a love/hate relationship. So... when local independent retailer, The PetCare Company and Ken-Mar Rescue joined forces, heads started to turn. Fortunately, this has been a match made in dog-heaven!

Hermosa Beach, CA. You've seen them at your local big box store on a weekend... cats and dogs looking for love in all the right places. Paula and Lewis Turner, owners of The PetCare Company for the past 19 years have teamed up with Martie Petrie and Ken Guild of Ken-Mar Rescue to create a program allowing pets to flirt with potential human companions seven days a week! "Periodic weekend adoptions do find some homes for orphaned dogs, but we feel that having rescues available 7 days a week will save even more lives," commented Lewis. In place of closed cages or glass cubicles, PetCare has custom-made open housing enclosures with plenty of toys, clean warm towels and beds. "Our 1,200 sq. ft. Day Care area is a wonderfully entertaining part of our store, and perfect for improving the social skills of our *foster kids*", said Paula. Both the Day Care and orphans are smaller breed dogs up to 25 lbs.

It's Tough To "Get a Date"

While waiting for adoption at the store, the rescues are pampered, groomed, exercised and socialized. "One of the leading causes for dogs being brought to shelters is either due to lack of or poor socialization skills in puppy hood. Another factor that is having unexpected implications on the pet population is economy. Shelters are housing so many dogs that are victims of their human's foreclosure", noted Mr. Guild.

The Journey to Your Hearth and Heart

Since rescue organizations survive primarily from donations, accessing funds for medical treatment is severe. Ken-Mar Rescue credits a father and son veterinary practice, North Figueroa Animal Hospital, Los Angeles, CA. as playing a major role in the adoption efforts. Once the orphan leaves the shelter, Dr. Vasquez provides all necessary medical care. From the vet clinic, the orphan spends a few days at Mr. Guild and Ms. Petrie's homes where they have a chance to observe each animal's unique personality and behaviors.

It Takes a Village...Or At Least a Pack!

To help all the new parents start off on the right paw, the Turners offer a huge list of discounts in addition to the veterinarian health check, current vaccinations, micro chipping and spaying/ neutering received prior to store arrival.

- 30 day discount on all purchases
- Free personalized pet identification tag
- Life-long enrollment with a national lost and found registry
- Free bag of Natural Balance food and treats
- Free Grooming Session
- Free Day Care
- DVD on How To Train Rescue Dogs
- Free puppy-party visit with Brian Lee, Canine Counselor in the South Bay

Time for Something NEW

The Turners and Ken-Mar Rescue have set a new standard! Rescues and pet stores *can* make a difference; it takes a little bit of trust and a calling – but the payoff is huge. Heads nod and tails wag in agreement.