



## PRESS RELEASE

Leigh Rodwick  
424.332.1094  
Leigh.rodwick@krisers.com

### **Kriser's Natural Pet Opens Second Arlington, VA Location on October 21<sup>st</sup> & 22<sup>nd</sup>**

*Kriser's expands its mission of helping pets live happier, healthier lives naturally in the Arlington community with free nail trims, giveaways, treats and more!*

**ARLINGTON, VA (October 17, 2017)** – [Kriser's Natural Pet](#), a specialty retailer focused on natural pet food, supplies and grooming, debuts its seventh location in the DMV Metro Area with a Grand Opening celebration on October 21<sup>st</sup> & 22<sup>nd</sup> in Arlington's Lee Harrison Shopping Center at the corner of Lee Hwy and N. Harrison St.

"Kriser's is thrilled to continue serving the pet parents of Arlington and to further our mission of helping pets in this vibrant community live a happy, healthy, natural lifestyle," said Brad Kriser, founder & CEO. "Every day, we strive to provide pet parents with the best natural products, services and education to help care for their furry families. To have the opportunity to touch even more families in Arlington is an honor. We can't wait to become a trusted resource and partner to more local pet parents."

Kriser's warm, welcoming shopping experience and highly educated staff are focused around a carefully curated selection of natural food, treats, toys, supplements and supplies from trusted brands that they feel good about recommending. Kriser's second location in Arlington will also offer grooming services by professional, caring groomers using natural products.

Kriser's Lee Harrison location will offer a number of activities and promotions throughout the Grand Opening weekend:

- Free pet nail trimming (Sat & Sun from 10am-4pm)
- In-store raffles for store merchandise and grooming gift cards (Sat & Sun)
- Free reusable shopping bags (Sat & Sun)
- Free waste bag holders (Sat only)
- Free engraved pet ID tags (Sun only)
- Free can lids (Sun only)
- Samples and product giveaways all weekend
- PLUS Doorbuster raffles both Saturday and Sunday, whereby people in line each day at 10 a.m. will have the chance to win gift cards for on-the-spot shopping sprees.

Kriser's will host another event on Saturday, December 12<sup>th</sup> to celebrate their first month, with free pet/parent digital photo portraits, goodie bags for the first 50 pets and more raffles and prizes. For store events, hours and details, visit <http://www.krisers.com>.

### **ABOUT KRISER'S NATURAL PET**

Kriser's, often referred to by its customers as the "Whole Foods for pets," is a multi-unit pet retailer specializing in natural pet food, supplies and grooming. Founded by lifelong pet owner and healthy pet advocate Brad Kriser, the company has opened 45 locations across the country – Illinois (Chicagoland),

Colorado (Denver & Fort Collins), Southern California (LA & Orange Counties), Texas (Houston, Austin & San Antonio), Washington D.C., and Northern Virginia – based on a model of educating consumers about pet nutrition and providing an unparalleled shopping experience in an inviting store environment. All products sold in Kriser's stores are carefully selected by Brad and his team, and endorsed as "Kriser's Approved" only after extensive review. In addition to carrying a large variety of natural food and treats brands, which have no corn, soy or by-products, Kriser's also offers professional grooming services using gentle, natural products and a wide selection of purposeful toys and supplies.

At the forefront of the natural segment of the flourishing pet industry, Kriser's has grown steadily with an unwavering commitment to pets. Kriser's has been recognized with multiple national honors for its excellence in the pet industry, including Pet Product News International's Retailer of the Year for Employee Engagement and Training in 2016, Best Overall Pet Retailer at the 2015 Global Pet Expo, and 2014 Pet Business Retailer of the Year. For more information, please visit [www.krisers.com](http://www.krisers.com).

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