



PRESS RELEASE

Leigh Rodwick

424.332.1094

Leigh.rodwick@krisers.com

Award-Winning Kriser's Natural Pet Gets Tails Wagging in Vienna, VA on September 9TH & 10TH

Kriser's brings its mission of helping pets live happier, healthier lives naturally to the Vienna community with free nail trims, giveaways, treats and more!

VIENNA, VA (September 5, 2017) – [Kriser's Natural Pet](#), a multi-unit retailer specializing in natural pet food, supplies and grooming, debuts its sixth location in the DMV Metro Area with a Grand Opening celebration on September 9th & 10th in Vienna off of Maple Ave. W between Lawyers Rd and Center St.

Kriser's brings its trademark remarkably educated staff and warm, welcoming shopping experience to Vienna. The Kriser's Pack invites area pet parents to join its mission of helping pets live happier, healthier lives *naturally*, with a carefully curated selection of natural food, treats, toys, supplements, supplies and grooming services.

"Kriser's is thrilled to bring our mission of helping pets live a happy, healthy, natural lifestyle to this vibrant community," 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 do this in Vienna, with its amazing community-centric energy, excites our entire team. We can't wait to become a trusted resource and partner to local pet parents."

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

- Free pet nail trimming (Saturday and Sunday from 10-4pm)
- Free Reusable Shopping Bags (Sat & Sun)
- Free pet ID tags (Sunday from 10-4)
- Free waste bag holders (Saturday only)
- Free can lids (Sunday only)
- In-store raffles for store merchandise and grooming gift cards
- PLUS Doorbuster shopping sprees 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, October 7th to celebrate our first month, with free pet/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 44 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, wheat 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.

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