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FOR IMMEDIATE RELEASE

Vote For Your Favorite Specialty Pet Retailer!

Lucy Pet Launches Retailer Recognition Campaign

Thousand Oaks, CA (May 17, 2017) — Lucy Pet knows there is nothing like shopping at your local pet specialty store for pet food and supplies. The ability to bring your pet into the store, speak with a knowledgeable employee and find fun new products, is all part of the pet parent experience.

In an effort to recognize the efforts of some of the truly outstanding pet specialty retailers across North America, Lucy Pet is looking for your help to identify your favorite neighborhood pet store.

Tell us what makes that store special to you! If we pick your entry, you will win a free bag of Lucy Pet Formulas for Life pet food plus valuable coupons. Plus, if your store is chosen, the store will win \$300 worth of Lucy Pet Formulas for Life Dog & Cat food.

“At Lucy Pet, we believe that brick & mortar pet specialty stores offer the best shopping experience to pet parents,” said Rick Rockhill, Executive Vice President of Lucy Pet Products. “Local pet stores have friendly and knowledgeable store staff, innovative and differentiated products, pet services and education, you cannot get this experience from shopping online. Lucy Pet wants to recognize the best pet specialty stores by letting consumers vote. Our products such as ‘Lucy Pet Formulas for Life’ dog & cat food, to Cats Incredible litter, are great examples of truly unique products that can be found at your local pet store.”

Consumers can nominate their favorite pet store from this link: <https://www.lucypetproducts.com/vote-favorite-retailer/>

Products With A Cause

Lucy Pet is committed to helping animals by donating to the Lucy Pet Foundation, whose mission is to reduce pet overpopulation and support other animal welfare causes.

About Lucy Pet

Lucy Pet is a family-owned and operated pet product business based in Thousand Oaks, California. Lucy Pet Formulas for Life dog and cat foods, Cats Incredible litter, and grooming products are available in pet specialty retail stores and exported worldwide. Proceeds from the brand help fund its 501 (c) (3) non-profit Lucy Pet Foundation. The foundation’s mission is to reduce pet overpopulation and the euthanasia of over 60,000 dogs and cats per week in the United States

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For more information please go to www.lucypetfood.com or follow Lucy Pet on Facebook, Twitter and Instagram: @LucyPetProducts

Their rescue spokespets can also be followed on Facebook, Twitter and Instagram: @SurfinJackDog and @RickytheRescue