



Photo Opportunity

What: Official opening of PETstock's 100th store
Where: 55 Mair Street, Ballarat
When: Friday 1 August 2014
Time: 4.30pm (official ribbon cutting at 4.45pm)

PETstock will officially open its 100th store in Ballarat on Friday 1 August, 12 years after opening the doors of the very first PETstock store in La Trobe Street.

100% Australian owned, PETstock is still operated by the Young family, who took ownership of Ballarat Produce in 1991 before steering the business toward catering to the lifetime needs of pets. It wasn't until 2002 that the franchise was born.

PETstock's Managing Director, David Young said the team was proud to be celebrating the opening of the 100th store back in Ballarat, where it all began.

"As a group and a family, we are proud of what we've achieved from what was originally a humble tin shed in La Trobe Street,"

"We can't thank the Ballarat community enough for sticking with us and supporting the business over the past 12 years." Mr. Young said.

PETstock's new Ballarat Central store will offer the same great product range as La Trobe Street, including horse feed. The store also boasts two D.I.Y Dog Wash bays and a fully equipped pet grooming salon.

PETstock's Retail Operations Manager, Andrew Ward, said the Ballarat community could expect the team to deliver expert advice, in depth product knowledge and the same counter-to-car service as experienced at the La Trobe Street store.

"We welcome all existing and new customers to check out the new store and bring their leashed pets along with them – they're more than welcome and our friendly team love spoiling them with a free treat or two!" Mr. Ward said.

Members of the community are invited to bring their leashed pets to the official opening of PETstock Ballarat Central at 4.30pm on Friday 1 August.

The official event will tie in with a Grand Opening Sale, running from Tuesday 29 July until Sunday 3 August. Ballarat's pet parents will find great offers on their favourite products and free children's activities will run from 10am – 2pm Saturday and Sunday.

– Ends –

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