

Event PR Template

CELEBRATING PET SHOPS WITH [EVENT]

[STORE NAME] in [TOWN/CITY] is inviting pet owners to help mark the UK's first-ever National Pet Shop Day, by coming along and enjoying [ACTIVITY] / popping by and meeting [EXPERT/ENTERTAINER, ETC].

On Saturday 11th July 2026, Pet Shops across the UK will be throwing open their doors to showcase the many services, products, and valuable support they pride themselves on providing to their local pet-owning communities, and the team at [STORE] is gearing itself up for a fun fur, feathers, and fin-filled celebration alongside both new and existing customers.

Visitors on the day can expect to experience the warm welcome offered by [STORE], whilst enjoying [DETAILS ABOUT THE EVENT - EG, REFRESHMENTS, A PET PHOTO SESSION, PET CARE TALKS, POP-UP ADVICE HUBS, ETC].

[SPOKESPERSON] said: "Pets are our passion, and we are incredibly proud of our position on the high street, being able to share our knowledge, experience and advice on common minor pet healthcare issues.

"There are lots of pet owners that are perhaps not aware of the services or advice we can offer, especially when it comes to common minor ailments or the general wellbeing of their pets, and so often find themselves paying costly bills, when the problem could have been simply solved with over-the-counter products and little bit of advice and support.

"National Pet Shop Day gives us a great chance to showcase what we're all about, and have some fun while we're doing it. We'd love the opportunity to meet some new faces, both pets and their pet parents, so we would encourage anyone interested to come along from [TIME] to find out more."

National Pet Shop Day is an initiative created by the UK's leading independent pet healthcare brand, Johnson's Veterinary Products, to celebrate the contribution that pet shops, stores and other pet product retailers make to the continued wellbeing of the nation's pets.

For further information on National Pet Shop Day, visit WEBSITE

For details about [STORE] see [WEBSITE].

Ends.

Johnson's Veterinary Products is an independent British family company that has been caring for the nation's pets for over 100 years. From flea and worm treatments to shampoos and treats, Johnson's pet healthcare products are available through high-street pet shops and pet stores across the UK.

