



VILLAGE OF PINECREST

Press Release

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FOR IMMEDIATE RELEASE

Pinecrest threw a bash for pets to help raise money for Pet Cancer Research and Awareness

Pinecrest, Fla. – Pets were the guests of honor on a recent Sunday during the fundraising event in Pinecrest Gardens' Farmers Market.

To download pictures of the event, go to: <http://ge.tt/4eXKwki1?c>.

Pets are always welcome to the Pinecrest Farmers Market which is open year-around. But on Sunday not only were pets welcome, they were treated to healthy snacks by Pet's Best and goodies by Petco. Dogs had the opportunity to have a one-on-one with a canine counselor sponsored by Pet Supermarket. There were also water stations. And, Pet 911 service was on hand to compliment the scoop your poop stations already in place in the north and south ends of the farmers market.

The day was tailored for pets and their owners, who were able to enjoy the 14-acres of botanical gardens during this special event. The farmers market is located just outside of the botanical gardens.

Pinecrest partnered with Petco and Blue Buffalo for their Fifth Annual Pet Cancer Awareness Month fundraiser. Pinecrest hosted the event to help them during the final stretch of fundraising to reach their \$2 million goal.

Participating farmers market vendors donated 5 to 10 percent of their proceeds to the Pet Cancer Awareness initiative. Attendees knew who they are because their tents had special posters signaling their participation. Farmers market operators, the Green Market Co-op, donated proceeds from all water sales. And Pinecrest donated 50 percent of Pinecrest Gardens entrance fees.

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