



PRESS RELEASE

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Pet Paradise Readies Jacksonville Pet Owners for the Hurricane Season **Pet boarder to shelter dogs and cats during mandatory hurricane evacuations** *Free Hurricane Preparedness Brochure and Information Card Available*

JACKSONVILLE, Fla. — Pet Paradise, a pet boarding and day care business located near Jacksonville International Airport and University Blvd., today announced its plans to serve as a pet evacuation site in the event of mandatory hurricane evacuations. The company is also providing pet emergency preparation guides and pet information cards to pet owners free of charge. In 2004, Pet Paradise successfully boarded evacuated pets at its facilities in Palm Coast, Florida and St. Augustine, Florida, with both locations quickly filling to capacity.

“Our service will be a welcome relief to owners who struggle with where to leave their pets during an evacuation, especially in high impact areas like Florida,” said Fred Goldsmith, CEO of Pet Paradise. “Our first priority is always the safety of the pets in our care, and this commitment is especially critical in emergency situations.”

During mandatory evacuation periods, Pet Paradise will board dogs and cats free of charge for up to 48 hours after the evacuation has been lifted. All Pet Paradise facilities are Hurricane Category 3 safety rated and a full staff is always on hand to care for evacuated pets. Owners must register pets ahead of time and are considered on a first-come, first-served basis.

Commenting on the need to educate pet owners, Goldsmith said, “Most people prepare themselves and their families for emergencies, but don’t always give much thought to how to prepare their pets. We want to give pet owners all the information they need to be ready in the event of an emergency.”

Pet owners are encouraged to visit their nearest Pet Paradise location to pre-register their dog or cat for the evacuation service and to pick up a free pet emergency preparation guide, ‘*The Pet Lover’s Guide to Emergency Preparedness*’. The guide presents a list of items to include within a pet emergency preparedness kit along with tips to help prepare yourself and your pet for an emergency situation. In addition, Pet Paradise is offering a convenient information card that pet owners can use to keep important information about their pet – such as breed, age, vaccination and veterinarian details, medicines, etc. – all in one place.

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To board at Pet Paradise, dogs and cats must have the proper vaccinations and cannot be aggressive. Dogs are required to have Rabies, DHLPP and Bordetella vaccinations. Cats must have Rabies and FCRVP vaccinations. To make a reservation, owners can visit the company's website at www.petparadiseresort.com or call 904.396.7529.

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About Pet Paradise

Headquartered in Jacksonville, Fla., Pet Paradise employs a unique business model within the burgeoning pet services industry. The company builds and operates upscale pet boarding and daycare facilities, providing pets and owners with a luxurious alternative to the traditional kennel. Amenities include spacious climate controlled dog and cat boarding suites, swimming pool, 24-hour web cam, flexible pick-up hours and convenient airport access. Pet Paradise was formed in 2002 and currently has seven operations in Florida – Jacksonville Airport, I-95 & University Boulevard in Jacksonville, St. Augustine, Ormond Beach, Palm Coast, Sanford and newly opened Gainesville – as well as operations in New Orleans and Houston. Planned openings include Tallahassee, FL, Houston Hobby Airport, Charlotte International Airport, Atlanta International Airport, and Oviedo, FL. www.petparadiseresort.com.