

**FOR IMMEDIATE RELEASE**

Media Contact:  
Jeannine Addams  
J. Addams and Partners  
404.375.1801  
[jfaddams@jaddams.com](mailto:jfaddams@jaddams.com)



**Furkids Animal Rescue and Shelters to Launch Pop-Up Pet Boutique**

*New Retail Store for the Holiday Season  
Grand Opening November 1st, 12 - 6 pm  
Located at The Collection at Forsyth in Cumming, GA*

**(Atlanta, GA, October 27, 2020)** - [Furkids Animal Rescue and Shelters](#) has announced a November 1st Grand Opening of its first-ever pop up pet boutique located at The Collection at Forsyth, 410 Peachtree Pkwy, Suite 4138, Cumming, GA 30041. The *Furkids Pet Boutique* will feature a wide selection of high quality pet products, special cat and dog adoption pop-ups, holiday experiences, sidewalk sales, and more. 100% of all proceeds from the *Furkids Pet Boutique* will benefit Furkids' lifesaving work. The pop-up pet boutique will be open until January 15, 2021.

Furkids welcomes the community to shop the November 1st Grand Opening from 12 - 6 pm to enjoy special opening pricing, terrific giveaways from Hollywood Feed.

With leading brands such as The Company Store, a high quality comfort brand, the boutique will sell new pet toys, treats, clothes, and accessories. The front-of-store boutique will be stocked with top-of-the-line pet beds, blankets, pet clothing and bags. The back of the store will feature discounted daily top steals and deals. All pet boutique products were generously provided through a partnership with The Home Depot.

"Moving our headquarters to Cumming, GA last year allowed us to expand our footprint and connect with an entirely new audience in Forsyth County," said Samantha Shelton, CEO and founder of Furkids. "Creating this pop-up experience gives us another platform to further engage with this pet-loving, family-friendly community."

For people looking to add a dog or cat to the family this holiday season, special adoption pop-up events at the boutique will have cats and dogs available for on-site adoptions. Check out the Furkids website [Pet Boutique page](#) for boutique hours and specific adoption event dates and times. Adding to the mix, the *Furkids Pet Boutique* will host a calendar of holiday events for the community including:

- Pet Photos with Santa, Friday-Sunday, December 4-6th
- Paw Print Ornament Station
- Stocking Stuffers for Shelter Pets
- Giving Tree to Sponsor Shelter Pets
- Holiday Gift Wrapping Donation Station
- Ugly Sweater Doggy Fashion Show

**ABOUT FURKIDS:**

Furkids, headquartered in Atlanta, GA, is a 501c3 nonprofit charitable organization that operates the largest cage-free, no-kill shelter in the Southeast for rescued cats and Sadie's Place, a no-kill shelter for rescued dogs. The Furkids mission is to rescue homeless animals, and provide them with the best medical care and nurturing environment while working to find them a forever home. Furkids has rescued more than 35,000 animals since its founding in 2002. Approximately 600 animals are in the Furkids program today, in the Furkids shelters, 10 PetSmart and Petco adoption centers, Happy Tabby Cafe and more than 550 foster homes in the Atlanta area. Furkids also operates four Thrift Stores, which fund approximately 30% of their lifesaving work. For more information about our volunteer opportunities and programs, visit [www.furkids.org](http://www.furkids.org).

###