

FOR IMMEDIATE RELEASE
Contact: Kathy Hyland
(231) 944-1944
kathy@yourpetsnaturally.com

PETS NATURALLY EXPANDS INTO THE GRAND RAPIDS MARKET

TRAVERSE CITY, MI, December 6, 2022 – Pets Naturally, Michigan’s premier holistic pet supply retailer, is expanding into the Grand Rapids area. **Your Pets Naturally**, a franchise, will open its first location at 6439 28th Street SE, featuring the trusted products customers have loved since 2013.

The newly opened Grand Rapids store, conveniently located on 28th Street in the Cascade East Shopping Mall, will offer a wide variety of safe, natural food options, holistic supplements and wellness products, homemade bakery treats, and a variety of toys and accessories for dogs and cats.

“I’m beyond excited to provide healthy alternatives for pet wellness to the West Michigan area,” says franchisee Jim VanDyken, alongside his Bernese Mountain Dog, Bear. “I was born and raised in Grand Rapids and know that our community will value Pets Naturally’s commitment to safe and healthy pet products.”

“We are so thrilled to be able to share our passion for healthy food and holistic pet supplies throughout northern Michigan,” said Kathy Hyland, owner and franchisor. “Pets Naturally has found success by focusing on our customers – both two-legged and four-legged. They are more than just shoppers... they are like family! The staff and I are incredibly grateful to our community for their support.”

About Pets Naturally

Pets Naturally, founded in 2013, is Michigan’s premiere holistic pet supply store. The retailer sells only foods, treats, health aids and toys that are 100% safe and chosen

wisely by knowledgeable staff. The store's mission is to guide pet owners into making the right decisions when it comes to feeding and caring for four legged friends.

Pets Naturally is proud to be named Michigan Celebrates Business Small Business 50 Companies to Watch 2020, The Best of Michigan Business Winner, Traverse City's Red Hot Best Winner 2020, 2021 and 2022, Top 10 Finalist in the 2019 Traverse City Area Chamber of Commerce Small Business Celebration, and 2015 Retailer of the Year for Pets Products News.

For more information, visit www.gr.yourpetsnaturally.com or call (616)-600-6439.

For Franchise information, contact Kathy Hyland at kathy@yourpetsnaturally.com

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