



FOR IMMEDIATE RELEASE

Bark Life Voted America's Coolest Pet Store

Seminole, FL - August 17, 2020 - Bark Life, a local specialty pet retailer that features boarding, daycare, and grooming, has been named "America's Coolest Pet Store," taking first place in a nationwide contest put on by pet industry publication Pets+ magazine. The store was chosen first among dozens of finalists who were judged by a panel of editorial staff and retail experts on the basis of their history, business practices, interior and exterior design, customer experience, marketing, community involvement, and online presence.

The judges liked Bark Life's "resort-style vibe" and the simple, clean layout, which they said, "...appears to thrive on meeting customers needs with ease." They also liked the waterproof, vinyl-plank floors and noise-reducing walls in the 68 room boarding facility as well as the roomy, cage-free grooming suites, visible to waiting pet parents through a picture window. The large indoor and outdoor play areas received a special nod from the judges, as well as the separate HVAC systems for each department designed to keep pets and people healthy by preventing cross contamination.

The win comes just one year after owners Tammy and Mike Vasquez moved Bark Life to their new 14,000 square foot facility in Seminole. "We are humbled and excited to be recognized for what we've built," Tammy said. "But we couldn't have done it without the support of our customers, family, and friends who also shared our dream. They told us what they wanted. They kept us motivated. *They made us cool.*"

Another focal point of the store is a wall the judges liked, featuring inspirational quotes, which they felt also helped maintain a mom-and-pop feel in the larger space. "It's easy to become impersonal," Mike says. "We have purposely worked for that not to happen, and the inspiration wall was the base of it."

"They worked hard to create a cheerful environment and an impressive number of services," said judge Melissa Kauffman. She also mentioned Bark Life's mascot, "Buffet," who adds to the store's tropical feeling and oversees all of the activities at the concierge desk. "Of course I love the Toucan," she said. "...but that's just me—I'm a huge bird fan."

About Bark Life

Bark Life Market was founded in 2011 with the simple mission to provide healthy pet food and treats, along with safe, cage-free grooming services to pet lovers in the Seminole area. Reflecting on their 30+ years of experience serving the local pet industry, founders Tammy and Mike Vasquez crafted a uniquely personal, one-on-one shopping experience, highlighted by a friendly, well-educated staff. Bark Life has become a destination for pets and their owners from all over Tampa Bay. Bark Life is located at 10720 Park Blvd, Seminole, FL. 33772 and has a second location at 6647 Central Ave., St. Petersburg, FL 33710. Online: www.BarkLife.com.

About PETS+

A division of SmartWork Media, PETS+ provides American pet business owners with the tools and actionable advice they need to strengthen their businesses. PETS+ engages businesses in a way that gives them the knowledge and strength to stand up to the competition and thrive.

Media Contact: Ken Donofrio | Idea Network Media | 727-871-2425 | ken@ideanetworkmedia.com
Media Kit (Logos, Photos & More): <https://www.barklife.com/mediakit>