



FOR IMMEDIATE RELEASE

## **Bark Life Launches E-Commerce Site for Seminole Store**

Seminole, FL - April 4, 2022 - Bark Life, a local, full-service specialty pet retailer, has launched an online version of their Seminole store's retail market. The site is intended to provide a new alternative to national online pet retailers with the focus on supporting "local." Additionally, Bark Life will be able to provide the option of in-store customer service and product advice nearby, which the online-only retailers just can't match.

Owners Tammy & Mike Vasquez said it's what the customers wanted. "For years we've heard, "If Bark Life sold their products online, we'd be happy to support our local store," said Mike. "The good news?" Tammy added, "We've brought the Bark Life shopping experience customers love directly to *them*, so they can shop anytime--from anywhere, 24 hours a day! It's so cool."

In addition to featuring their entire store inventory online, customers will enjoy free local delivery within a 10 mile radius of the store. They will also have the option to pick up their order in-store or at curbside. And, since customer online accounts will be linked to their physical store accounts via their email address, unique benefits like frequent buyer programs and sale pricing will still be available when shopping online.

Bark Life will also be offering Auto-Ship through the site, which—*until now*—was one of the benefits of the larger online retailers.

"We've taken Auto-Ship and made it local, too," said Erika Grant, Bark Life's General Manager. "Several of our customers asked for it, so we made it super easy, and it's available now!"

### **How to Access Bark Life Seminole' Online Store**

Customers can access the e-commerce version of the Bark Life retail store, on either desktop or mobile, by visiting their website at [barklife.com](http://barklife.com) and clicking on the "Shop Now" button. New customers can quickly create a new account, as well. The new online store will serve Seminole area customers, with the St. Pete location coming online in a few months.

### **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 Tampa Bay. During their 35+ 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. In the last few years, Bark Life has grown to include Daycare and Boarding, and has become an award-winning destination for pets and their owners from all over the area. Bark Life is located at 10720 Park Blvd, Seminole, FL 33772 with a second location at 6647 Central Ave., St. Petersburg, FL 33710. Online: [www.BarkLife.com](http://www.BarkLife.com).

**Media Contact:** Ken Donofrio | Idea Network Media | 727-871-2425 | [ken@ideanetworkmedia.com](mailto:ken@ideanetworkmedia.com)

**Media Kit (Logos, Photos & More):** <https://www.barklife.com/mediakit>