

FOR IMMEDIATE RELEASE

**HEAD TO TAIL - NEW "PET WELLNESS CENTER" CENTER TO OPEN ON UPPER UNION STREET
SCHENECTADY ON MONDAY, JUNE 8 - Shop to Offer Grooming, Daycare, Unique Products and
Comprehensive Services Focused on Holistic Health for Dogs and Cats**

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SCHENECTADY, NY – 6-4-09 --- **Head to Tail**, a pet wellness center that features grooming, an indoor/outdoor daycare facility, spa treatments and Reiki, will open on Monday, June 8 at 1604 Union Street, Schenectady. The new business, which also offers a wide selection of natural, holistic and organic pet food and supplies, came about when owner and Pet Lover, Marie DeBrocky, identified a need for more complete services for her own pets in her former "corporate life."

"With the demands of my former job, I didn't always have time to pursue all of the special products and services that I wanted for my golden retrievers, Ruby and Bella," said DeBrocky. "And while I knew that in addition to the high quality food I was feeding them, their total wellness required more exercise, socialization and attention than my busy schedule could provide, there was no one place that had everything I was looking for. **Head to Tail** provides a comprehensive selection of products and services that promote the holistic health and happiness of our best friends," she said.

Head to Tail employs an experienced professional staff of groomers, merchandisers, and training and wellness practitioners, all of whom are dedicated to the complete wellbeing of their four-legged clients. Innovative equipment, like the **Aqua Jet Tub, Jog-a-Dog Treadmill and bone-shaped splashing pool** along with spa treatments for relaxation and rejuvenation, sports and agility warm up and wind down sessions and Reiki deliver on **Head to Tail's** holistic mission. Rounding out the offer are toys, leashes and collars, bowls, supplements, bedding and all natural gourmet baked goods for dogs.

Head to Tail will be offering sample packages of natural, holistic and organic food lines and specially baked strawberry dog biscuits along with a \$5 nail trim special (for all breeds) at the Upper Union Street Strawberry Fest & Art Show on Saturday, June 20. People doing business in the Upper Union Street neighborhood may also enjoy a discounted rate of two hours of daycare for only \$5 upon presentation of a dated sales slip or business card any day of the week. "We're pleased to offer pet owners a solution that makes it easy to enjoy the festival and to shop the street without having to leave their pet at home or in the car," said DeBrocky.

Head to Tail will be open from 7:30am – 6pm Monday – Friday and from 8:00 to 2:00pm on Saturday, closed Sunday. Grooming and daycare appointments can be made by calling (518) 280-9898.

A grand opening will be held later in the season when **Head to Tail's** new façade is completed. The new business is participating in the Upper Union Façade Program, funded by the Schenectady Metroplex Development Authority. The program provides dollar-for-dollar matching grants for improvements to the exterior of commercial buildings in the Upper Union Street BID district.

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