

## CAREFRESH LAUNCHES WEBSITE

**FERNDALE, Wash.**—CareFRESH, part of Absorption Corp. and a leading brand of small pet bedding and food, has launched a new, interactive website.

The site includes information about caring for small pets and choosing the right pet, as well as a forum for exchanging information.



A password-protected section for retailers will include information on promotions, product training and POS materials. Other additions will include a retailer locator. For more information, visit [www.carefresh.net](http://www.carefresh.net).



## RICHELL PARTNERS WITH DOG PARK

**GRAND PRAIRIE, Texas**—Richell USA has partnered with Unleashed Indoor Dog Parks, indoor, off-leash play parks created especially for dogs and their pet parents. The flagship facility opened its doors on March 28, 2009, in Dallas, Texas, with grand opening festivities co-sponsored by Richell. In addition, Richell has pledged product donations for the facility's dog daycare, café and lounge areas, as well as future support for upcoming events throughout the year at Unleashed IDP.


Unleashed IDP, co-founded by Cody and Kelly Acree, is a full-time indoor park that offers an upscale yet comfortable, off-leash environment for dogs and their pet parents to relax and play year round. The park will include a pet boutique that features Richell pet products plus a full assortment of dog supplies. The facility will also have a grooming salon, dog daycare, a café and lounge areas with pet gates and pens, courtesy of Richell. For more information, visit [www.richellusa.com](http://www.richellusa.com).

## CORRECTION

In the May issue of *Pet Business*, a line was inadvertently cut off of the Four Paws profile. For the complete article, visit [www.petbusiness.com/sections/vendor-profiles](http://www.petbusiness.com/sections/vendor-profiles).

## Who Says It Isn't Easy Being Green?



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