



## **FOR IMMEDIATE RELEASE**

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## **PETCO ON BOARD AS SPONSOR OF GREEN PROGRAM KEEPING COMMUNITY PARKS "POO FREE"**

**Denver, CO (November 16, 2010)** – Poo Free Parks™, a privately-held company providing environmentally- and socially-responsible pet waste supplies and services to cities and municipalities, announces a partnership with PETCO as sponsor of the Poo Free Parks™ program. The public-private partnership program is the first-of-its-kind -- offering eco-friendly dog waste supplies and services to local communities at no cost to the municipalities or taxpayers and funded through cause-marketing efforts by like-minded businesses and organizations. The City of Glendale and South Suburban Park and Recreation District, both located in the Denver Metro Area, will be the first organizations to utilize the full suite of Poo Free Parks'™ services, sponsored by PETCO and a Denver-based non-profit organization, The Greenway Foundation. The service includes the installation, supply and upkeep of waste bag dispensers made from 100 percent recyclable aluminum. The dispensers are maintained by crews driving hybrid vehicles, and are filled with 100 percent biodegradable bags, designed to naturally deteriorate within 18 months.

"Poo Free Parks™ is an environmentally responsible, community-based, nationwide program addressing the important issue of dog waste in our city and suburban parks and along waterways," says Poo Free Parks™ founder and president, Bill Airy. "The program addresses several important environmental and civic issues," says Airy: "helps

to clean up parks, waterways and walkways; improves water quality in our rivers, streams and lakes; reduces the amount of harmful plastics in our landfills and oceans; saves city and taxpayer dollars by delegating pet waste tasks to a private entity; and offers employment opportunities to heavily disadvantaged members of the community. Most importantly," Airy continues, "our program proves that doing business in an environmentally- and socially-responsible manner can be profitable and contribute to lowering the budgetary burdens of our governmental agencies while creating opportunities for corporate sponsors and the general public to be aligned with important causes."

As the program's initial corporate sponsor, PETCO will help offset the cost of the program for participating organizations. "Poo Free Parks™ is making such a positive movement in keeping community parks and waterways free of plastic and pet waste," said Greg Seremetis, vice president of marketing, PETCO. "PETCO is excited to be part of something on the ground level that is poised to grow exponentially and have a dramatic impact on keeping our parks clean for pets and their parents to enjoy."

Through the public-private partnerships with the City of Glendale and South Suburban Park and Recreation District, Poo Free Parks™ has installed and will maintain a minimum of 100 pet waste bag dispensers and thousands of biodegradable bags throughout community parks at no cost to taxpayers - resulting in more than \$25,000 in supplies and additional maintenance fees, which the communities will receive as part of the service agreement.

"Our long-range plan developed by residents encourages us to find more ways to be green. Without this partnership, we couldn't afford to switch over to biodegradable bags," said David Lorenz, executive director for South Suburban.

"The Poo Free Parks™ program is providing an invaluable service to our residents and will certainly have a positive impact on our budget and resources," says Larry Harte, mayor of the City of Glendale. "We are thrilled to be involved with a company who has a passion for keeping parks clean, and a program that will greatly benefit our community and the environment."

In addition to the contract with the City of Glendale and South Suburban, the City and County of Denver has purchased, and is currently using, the eco-friendly dispensers and biodegradable bags provided by Poo Free Parks™. Airy plans to expand the program outside of Colorado to other markets across the country.

**About Poo Free Parks™**

Poo Free Parks™ is a Denver-based, privately-held company providing eco-friendly pet waste services and materials. The company is dedicated to keeping parks and waterways clean and beautiful in an environmentally-, fiscally- and socially-responsible manner, providing employment opportunities to heavily disadvantaged members of the community and bringing value and recognition to sponsorship partners. For more information, please visit [www.PooFreeParks.com](http://www.PooFreeParks.com).

**About PETCO**

PETCO is a privately held specialty retailer that provides products, services and advice that make it easier for our customers to be great pet parents. We operate more than 1,000 stores in 50 states and the District of Columbia, as well as a leading pet products and information destination at [www.petco.com](http://www.petco.com). Our nonprofit organization, The PETCO Foundation, has raised nearly \$70 million since its inception in 1999 to help promote and improve the welfare of companion animals. In conjunction with the Foundation, we work with and support approximately 6,500 local animal welfare groups across the country to help find homes for more than 200,000 adoptable animals every year.

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