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NEWS RELEASE

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All the things you need for
"a good dog!"

Brownie's Dog Boutique - inspired by Brownie, the Town Dog of Daytona Beach - will hold its Grand Opening on July 15, 2016!

New pet boutique mixes unique pet supplies with pet inspired art, home decor and Beach Street history.

Daytona Beach, FL — Brownie's Dog Boutique - an upscale dog boutique for pampered pooches, will hold its Grand Opening on July 15, 2016.

A reception featuring both human and dog treats will take place at 6 pm, highlighted by a meet and greet with artist Kim Kaiser, a New Smyrna Beach

artist whose dog and vintage car inspired art is displayed and sold in the boutique's art gallery.

Brownie's Dog Boutique focuses on pet products, pet foods and decor that are eco-friendly, humanely sourced and unique to the Daytona market. Local products are carried whenever possible such as Doggie Chicken Chips and the Cultured Hound, two Daytona-area made gourmet dog treats.

Brownie's Dog Boutique is the only store in the Orlando/Daytona area to feature Open Farm dog food - the only dog food made with 100% Certified Humane meats, Ocean Wise recommended wild-caught fish and locally grown, non-GMO fruits & veggies - and Steve's Real Food - frozen raw dog foods made with 100% natural, human grade, USDA inspected, free range meats.

The boutique is located at 228 S. Beach Street and is inspired by the life of Brownie, the Town Dog of Daytona Beach, who lived on Beach Street for 15 years and is commemorated by a grave site and topiary a few steps from the boutique in Riverfront Park. Since Brownie was a well-loved stray, Brownie's will contribute and raise money for homeless senior and disabled dogs.

You don't have to be a dog owner to visit Brownie's. Hip, animal themed home decor items are sprinkled throughout the store. Many items are handmade from reclaimed materials. We also carry cat foods, toys and cat inspired art and decor. We also have many items for rabbits, chickens, and birds. If we don't carry an item, we will gladly order it for you.

The boutique is owned by Alvin Almodovar and Eddie James, who recently bought a house on Beachside and fell in love with the beauty, history, and grit of the Riverfront Shops. Seeing the many dogs strolling the park, and learning about the life of Brownie, the two decided to bring a big city style dog boutique to the area.

Brownie's Dog Boutique is open Monday-Friday from 11 am - 6 pm and Sunday noon-4pm. Shop online at browniesdogboutique.com.