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Great Lakes PET EXPO



Press Release



13th Annual Great Lakes Pet Expo Announcement

Wisconsin's Largest Charitable Event for Pet Lovers!

West Allis, WI, January 9, 2017:

Wisconsin's furriest residents will strut their stuff and show off their talent at the newly expanded 13th Great Lakes Pet Expo (GLPE) on Saturday, February 4, 2017 from 9AM to 6PM, at the Wisconsin Exposition Center at State Fair Park in West Allis, WI. Animal lovers big and small will have a blast at the biggest charitable event in Southeast Wisconsin, benefiting Wisconsin's homeless pet population. Come out and cheer on the puppies in the Puppy Bowl. In the mood for kittens, a bird, bunnies or a Guinee pig? A llama or mini horse? Maybe a reptile or two? Whether you're looking to interact with hundreds of species or just kick back and watch the Parade of Rescues, the Great Lakes Pet Expo offers the best in show for family entertainment.

The 2017 GLPE is now 30,000 square feet larger! Offering additional vendors, expanded isles and additional entertainment. A NEW VIP Shopping Hour will be held from 9am-10am with tickets available to the first 2,000 people and they will go fast! Advance tickets for the VIP Shopping Hour and for General Expo Admission are available now for purchase at www.petexpomilwaukee.com.

The GLPE will showcase hundreds of exhibits featuring captivating animal acts on the Main and Activity Stages, specialized interactive educational areas and presentations, and the newest pet products on the market. Watch local firefighters compete against canine agility stars or watch the dancing horses. Interact with 100s of adoptable animals from local shelters and rescues! The Reptile Education Area provides chills and thrills to those daring enough to enter and interact with snakes, spiders, lizards, and more. Visit our New Product Showcase area to view and enter to win new products offered by vendors. Other featured areas include Cat Alley, the Small Animal Education Station, Spay/Neuter Education and WI Junior Heroes for Animals.

"The expo is a favorite of lovers from near and far." said Beth Enneking, Expo Director. "We are so excited to present the newly expanded 2017 expo because it offers more exhibitors, entertainment and education than ever." VIP Shopping Hour admission is \$15 (ages 13 & up) and \$3 for kids (5-12), General Expo Admission (ages 13 & up) is \$7 from 10AM-3PM, Reduced General Expo Adult Admission is \$5 from 3PM-6PM. FREE admission for children 12 and under, and veterans with military ID from 10AM-6PM. All admission proceeds from the event benefit AWARE, a nonprofit organization dedicated to improving the lives of companion animals in Wisconsin. Sorry, personal pets will not be allowed at the GLPE, but credentialed service dogs are always welcome! Special thanks to our Platinum Presenting Sponsor, Wisconsin Veterinary Referral Center, www.wvrc.com.

Who Is AWARE?

The Mission of AWARE is to foster cooperative relationships among animal welfare organizations and to improve the lives of companion animals throughout the State of Wisconsin through **A**doption, **W**ellness, **A**dvocacy, **R**escue, and **E**ducation.

Founded in 2002, The Alliance of Wisconsin Animal Rehoming Efforts has been uniting Humane Societies and Rescue organizations to make a difference for homeless animals in the State of Wisconsin. AWARE was formed when a group of leaders in the animal welfare community met to discuss how to promote positive relationships in the animal welfare community. AWARE's membership is comprised of leaders in both the shelter and rescue community. Recognizing that these groups were already working hard to improve the lives of companion animals in Wisconsin, AWARE provides a forum to promote networking and build partnerships between these two groups and further strengthen the effectiveness of each. Communication between groups exists mainly in an online forum, however, conferences and events help to unite the groups on a regular basis.

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