

# Press Release

**For Immediate Release**

**March 1, 2010**

Contact: Pennye Jones-Napier (202) 291-5575, [pennyejn@bbwoofinc.com](mailto:pennyejn@bbwoofinc.com)

## **The Big Bad Woof, Featured as Nation's Eco-Friendly Pet Supply Retailer, Begins Expansion**

### **Franchises Offered in Greater-Washington, DC & Mid-Atlantic Regions**

**Washington, D.C.** - The Big Bad Woof®, the organic and holistic pet food and supplies retailer, with its successful flagship store in the Old Takoma neighborhood of Washington DC, has created new opportunities for franchise offerings in the Washington-Baltimore corridor including the following states: the District of Columbia, Maryland, Virginia, Pennsylvania, Delaware, North Carolina and West Virginia. The company, which has been featured in numerous media outlets as a fast-growing, eco-responsible, organic/holistic supplier for responsible pet owners, has created an easy start-up, full-franchise plan for like-minded entrepreneurs interested in sustainable, green business ventures.

The Big Bad Woof® works to select only home-grown and fair trade products with a clear focus on utilizing the environment and natural power. The women-owned business itself is run strictly on wind-power and mirrors its commitment through education for the communities and customers it serves.

“We created the business because we knew people wanted to buy responsible products that make good sense for the earth and the health of their pet,” said Pennye Jones-Napier, one of the company founders. “Because of our position in the market, the business has exploded and we’d like to offer the opportunity for others to quickly build their own small business that attracts a growing customer base.

“We are dedicated to the education of our community. We are dedicated to preserving our environment. We are dedicated to an eco-friendly lifestyle for pet owners and their pets.”

For more information on franchise opportunities, contact Pennye Jones-Napier at (202) 747-3434 or visit The Big Bad Woof's franchise company site [www.bbwoofinc.com](http://www.bbwoofinc.com).

#####

The Big Bad Woof® works to promote eco-friendly lifestyles by educating the local community and preserving the environment. By using fair trade products, The Big Bad Woof® leads the way in holistic and organic pet care.

Finalist in SmartCEO Magazine's 2009 Washington EcoCEO Awards.