

I composed the following press release as a creative writing sample in 2014. The organization and people depicted are fictitious.

FOR IMMEDIATE RELEASE: Green Springs Animal Clinic readies Pampered Pooch Salon

Public grand opening set for Sept 21 at 4pm

(July 21, 2014) - Dr Aaron Denton of Green Springs Animal Clinic announces a ribbon cutting ceremony Sept. 19 at 4pm for Pampered Pooch Salon, the brand new wellness spa located within the hospital. The facility is designed as a one-stop shop aimed at improving the well being of your pet with state of the art grooming services.

“When I started my practice twenty years ago, I always dreamed it would be a place where clients could come for any need they may have regarding their pet,” says Dr. Denton. “Pampered Pooch Salon allows us to give an added focus to both the emotional and physical wellbeing of animals, two areas I feel are extremely important in the healthy development of our animals.”

Clinic administrator and part-time veterinarian technician Catherine Brennen, a master animal groomer, was personally chosen by Dr. Denton to oversee the day-to-day operations of the spa. Brennen, a familiar face to clients, also runs Pet Star Grooming on Route 18 in Weymouth, Massachusetts. She has a stellar reputation within the community, winning Gold in the Reader’s Choice Awards for the past five consecutive years.

“I can’t say enough good things about Catherine,” says Dr. Denton. “She joined our staff in 2001 and has been one of our most beloved employees. Her reputation among clients is a critical component for the successful integration of Pampered Pooch Salon into the fabric of Green Springs.”

Brennen states, “The chance to work at the clinic in this capacity, where I’ll be working with animals in a positive environment while also growing my cliental exponentially, is more than I ever thought possible. I’m excited to work alongside Aaron as we bring Green Springs into the future with Pampered Pooch Salon.”

The ceremony, which will begin promptly at 4pm and is open to the public, will be followed by light refreshments and guided tours of Pampered Pooch Salon. Attendees are asked to RSVP by calling 781-848-7359.

Green Springs Animal Clinic, located in Braintree, Massachusetts is a veterinarian clinic specializing in surgical procedures and emergency care. The facility has been owned and operated by Dr. Aaron Denton since 1994.

For further information please contact Joanne Cunningham at:
P: 781-848-7359 or E: jcunningham@greenspringsac.com

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