



Petco Offers Spook-tacular Events, On-Point Looks for Halloween Fun with Pets

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Pet specialty retailer kicks off October celebrations with "Bootique" costumes and accessories, plus a lineup of Halloween-themed events taking place in-store and online

SAN DIEGO, Oct. 9, 2018 /PRNewswire/ -- Now more than ever, pets are an essential part of holiday festivities and traditions, and pet costumes in particular continue to gain popularity.



According to the National Retail Federation's [2018 Halloween Spending Survey](#), nearly 20 percent of pet parents plan to dress their pets in costumes this Halloween, up from 16 percent last year. The survey also reports that of the 31.3 million Americans participating in this trend, millennials are most likely to dress their pets in a costume.

Petco has all festive pet parents and their pets covered this Halloween season with its on-trend "Bootique" collection of costumes, toys and accessories, available now at Petco stores nationwide and online at petco.com/halloween.

For the pup looking to be original, Petco's [Dirty Puptini](#), [Cheesy Pizza Delivery](#) and [French Toast](#) are new must-have costumes this year.

For the sassy feline who wants to be a little extra for all the season's festivities, the [Cheesy Pizza](#) and [Sushi Roll](#) costumes are perfect.

Also in celebration of the Halloween season, Petco will host a series of online and in-store events throughout October:

- **Make A Scene:** Now through Oct. 26, pets and pet parents can participate in Petco's annual [Make A Scene Photo Contest](#) on Instagram. For a chance to win a \$10,000 grand prize, pet parents are encouraged to post photos of their costumed pet in a scene that matches their pet's costumes. Entrants must simply follow [@petco](#) on Instagram and tag their photos with the hashtag #PetcoHalloweenContest.
- **Halloween Pet Costume Party:** On Sunday, Oct. 14, at 11 a.m. local time, pets can slither their way to Petco's in-store Halloween pet costume contest for a chance to win a spook-tacular prize. At noon, pet parents can attend Petco's Trick-for-Treats seminar and learn useful training tips from experts. For pet parents looking to win best-dressed with their pet, the pet and pet parent costume contest starts at 12:30 p.m. Dogs, cats, reptiles and companion animals are all welcome to participate.

Petco reminds all pet parents that the same things that make Halloween fun for humans can make the holiday scary for pets. Candy and festive décor can be dangerous for pets who can't resist gobbling everything in their path, so be sure to keep these things out of reach for pets. For pet parents planning to treat instead of trick, the [Candy Apple](#) and [Tricks-for-Treats](#) dog toys and the [Bag of Treats](#) cat toys provide pets hours of safe, festive fun.

Follow along on social media and post pictures of your pets celebrating Halloween with the hashtag #PetcoHalloween.

To find the perfect toys, treats and costumes for pets, visit petco.com/halloween. For more information on Petco's in-store events, visit petco.com/events.

Connect with Petco at www.petco.com, Facebook.com/Petco, Twitter.com/Petco and Instagram.com/Petco.

About Petco and the Petco Foundation

Petco is a leading pet specialty retailer with more than 50 years of service to pet parents. Everything we do is guided by our vision for Healthier Pets. Happier People. Better World. We operate more than 1,500 Petco and Unleashed by Petco locations across the U.S., Mexico and Puerto Rico; prescription services and pet supplies from the leading veterinary-operated pet product supplier, [Drs. Foster & Smith](#); complete pet care services and

veterinary advice through [PetCoach](#); and [petco.com](#). The [Petco Foundation](#), an independent nonprofit organization, has invested more than \$200 million since it was created in 1999 to help promote and improve the welfare of companion animals. In conjunction with the Foundation, we work with and support thousands of local animal welfare groups across the country and, through in-store adoption events, help find homes for more than 400,000 animals every year.

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