



What is AniMall?

AniMall is a 501(c)3 non-profit mall based pet adoption center with the mission to assist local rescues in finding homes for adoptable pets and educate the public about responsible ownership. In its first year, AniMall has already been the catalyst for over 200 adoptions! Pets are brought into the AniMall by animal shelters and rescues and then are returned at the end of the shift to their facilities or foster homes. AniMall is not a pet store. Pets are adopted through the shelters and rescues, preventing impulse pet ownership. AniMall also sells hard-to-find high end merchandise and foods such as Wellness, Innova, California Natural, and Oxbow.

Benefits to Cary Towne Center

Increased Traffic

- Animals bring in new and repeat visitors
- Shelters and rescues bring volunteers and potential adopters from all over the Triangle
- Merchandise sales of hard-to-find high end food provide incentive for repeat customers
- AniMall and rescues frequently hold special events and fundraisers at AniMall

Increased Advertising and Marketing

- AniMall advertises regularly in the Independent Weekly, News and Observer, and Herald Sun
- AniMall has been featured in The Cary News, Independent Weekly, NBC 17, News 14, and WKNC 88.1
- Animal Rescues and Shelters advertise their adoption events through their websites and with classified ads
- Special events are advertised with press releases and flyer campaigns

Risk Prevention

AniMall uses veterinarian grade disinfectants to prevent odor and the spread of disease. The store is swept, mopped, and disinfected after each rescue exits the center. We also require that all shelters and rescues maintain a one person per dog ratio to prevent barking and prevent bites. If a dog is unruly and continues to bark, it is removed from the center by the shelter or rescue group. All adoptable pets are brought in and out of the facility via the back entrance to prevent animals from walking in the main body of the mall. AniMall also has an insurance policy that covers animal related issues.