

# The Back Yard – Home of the Bone Bag Heavenly Hydrant

**U**nique is a word that is very descriptive of the new and popular place for pets ... *The Back Yard*. Located on Dean Street in Rome, The Back Yard caters to the need of every pet and every pet owner. At the age of 19, **Peggy Williams**, owner of The Back Yard, developed the idea of the Bone Bag luggage for family dogs. At that age, she even formulated a slogan, "Beg your pet parents for a bone they can enjoy, too." Since then, the dream stuck in the back of her mind but never made it into a reality, until now.

Today, Peggy has created the Bone Bag, sold in The Back Yard, and holds the copyright to the bag and the shape. She sells throughout the country and the world with her brilliant idea. The Bone Bag won an award for America's Top 50 Products and was shown on *Animal Planet*. The product was also shown in *Dog Fancy Magazine*, *Fido Friendly*, *New York Dog Magazine* and the premier issue of *Hollywood Dogs*. Once the Bone Bag became successful, Peggy wanted a unique place to sell the bag. Williams created **The Back Yard**, which is an incredible stop for pets, children and pet parents.

The Back Yard is geared directly to pet owners and their pets. For example, you can go inside the store and pick out any outfit you would like for your animal. Peggy and her staff have created Fourth of July outfits for pets of all sizes, as well as swimsuits and other trendy wear for pets. If they do not have it in your pet's size, do not worry, they can custom fit any pet to the perfect outfit and style. The Back Yard also has a "Wish Book." The "Wish Book" holds many designs not found in the store that the crew can custom order especially for your pet. Speaking of designs, The Back Yard has their own private label, Back Yard Designs created especially by Peggy and her staff, to give your animal the perfect look for any season.

The Back Yard can host your *dog's birthday party* or any other celebration. If your friend is getting a pet, a *pet shower* is perfect to have in The Back Yard, where you can purchase all of their "starting needs" for their new pet. Within the store, there are many specialty rooms. A room dedicated to Bone Bags and other bare necessities can be found in the front. As you make your way to the back, you will find the sizing room and design shop, as well as the clothing boutique and café, where you and your dog can enjoy nutritious gourmet dog treats with a "*puppacino*." As you make your way to the back, you will enter into a room completely dedicated to mimic an actual backyard. With grass, fountains, a dog house, park benches and an actual "home" with *Animal Planet* playing constantly, the business is a true haven for animal lovers.

Complementing The Back Yard is **Heavenly Hydrant**, offering healthy treats and training services for your pet. The Heavenly Hydrant helps prepare and sell the many



healthy treats your dog can receive at The Back Yard café.

The Back Yard and Heavenly Hydrant also give back to the community. The two companies sponsor "Furry Fridays" with Q102 and South 107. They all join forces to help find needy pets a home. The group also posts animals that need homes on their information wall and on October 29th they will host an Extravaganza event, bringing your dog in for a Halloween costume contest and getting their picture made.

If you're looking for a unique place for you and your pet to shop, look no further than The Back Yard and Heavenly Hydrant. It is the one-stop shop for many of your pet and parent needs. For more information, contact Peggy at The Back Yard, Tuesday through Thursday, 10:00 until 6:00 at 706.232.9500. ■