



Media Contact  
Jeanine Jones  
Public Relations Manager  
Office: 678-297-2811  
[jeanine@awesomealpharetta.com](mailto:jeanine@awesomealpharetta.com)

## **FETCH PARK – THE TRAILBLAZING OFF-LEASH BARK CONCEPT COMING TO ALPHARETTA THIS SUMMER RELEASES RENDERINGS ALONG WITH AN UPDATED TIMELINE**

*To be located at 11440 Maxwell Road next door to Ameris Bank Amphitheatre.*

*The BARK will feature a full-service bar, intown greenspace as well as rolling out its planned phase 2.*

**ALPHARETTA, GA - (April 6, 2021)** – [Fetch Park](#) is set to open its Alpharetta location this summer. The BARK concept plans to open in mid to late June and has already begun construction. This truly one-of-a-kind gathering spot for people and pets has been featured by Travel Channel, ESPN, CNN, Mercedes-Benz and more. Fetch Park features plenty of off-leash greenspace for pups to play as well as offering coffee, beer, wine and spirits for humans, creating the ultimate place to “Unleash and Unwind®”. For those familiar with the concept, the Alpharetta location will be the first Fetch location to roll out their phase 2 to include a shipping container bar, food truck lane, on-leash dog friendly patio and two beach volleyball courts to fully immerse guests in Fetch’s park atmosphere.



Located in the heart of Alpharetta, the dog park portion will be similar in look and feel to Fetch’s flagship location in Old Fourth Ward featuring greenspace covered in durable, mud-free field turf, cooling stations, a bath area, shaded seating, Wi-Fi and multiple Ultra Bright Outdoor Televisions. The crown jewel of the BARK is a vintage Airstream equipped with a selection of beer, wine and spirits, as well as a complete coffee selection filled with exclusive blends. A nod to founder Stephen Ochs’ baseball past, the design of the park will mimic the original location and resemble an old-school minor-league baseball field with murals, concessions at the airstream, fences enclosing the space and illuminated signage. Like the original location, Fetch Park will employ attendants called “Bark Rangers” to ensure the safety of all dogs and guests and maintain the BARK grounds.

“Fetch Park has been such a homerun for us at our Old Fourth Ward location and we are excited to expand so even more people and pets can enjoy this unique experience,” said Stephen Ochs, founder of Fetch Park. “Alpharetta was an obvious choice for us with all the energy and growth the city has going on right now. Dog lovers in the North Fulton area will soon have the Fetch Park concept they love so much but closer to home.”

Fetch is free for humans to enter and enjoy with a membership system for dogs. Entrance to the park for pups ranges from a daily \$10 option to monthly and annual memberships with a similar pricing structure to the Old Fourth Ward location. Members will be able to enjoy all Fetch locations under their membership dues. All dogs are required to have up-to-date vaccinations on file (DHLPP, Bordetella, and Rabies) and be spayed or neutered if 8 months of age or older to enter the property. Find more information about Fetch Park’s entry requirements at <https://fetchpark.com>.

Both residents and out-of-town visitors will enjoy the new Fetch Park attraction in Alpharetta. Anyone that likes to travel with their four-legged family member will now have even more ways to have fun with their pup while visiting the city. Visitors can plan a getaway at one of Alpharetta’s 29 modern and upscale hotels – many of which are pet-friendly.

“Hospitality is at the center of everything we do, and we are thrilled to have Fetch Park’s new concept BARk join our family of tourism assets in Alpharetta,” said Janet Rodgers, president and CEO of the Alpharetta Convention & Visitors Bureau. “The addition of a top-tier attraction like Fetch Park allows us to enhance our guest’s experiences and continue to showcase our award-winning community.”

New Alpharetta location (11440 Maxwell Road, Alpharetta, Ga.) renderings and Fetch Park photos can be found at: <https://www.dropbox.com/sh/Oi37iaqy3qjgrpr/AAAP3KLfPAbTQgJo7KATw3IYa?dl=0>.

### **Fetch Park**

It's no secret friends make everything better; finally, there is a place where you can hang out with ALL your friends and even make some new ones along the way. For more information on Fetch Park, please visit [www.fetchpark.com](http://www.fetchpark.com). You can find Fetch Park on Facebook at [@FetchParkAtl](https://www.facebook.com/FetchParkAtl) and on Instagram at [@fetchpark](https://www.instagram.com/fetchpark).

### **Alpharetta Convention and Visitors Bureau**

The Alpharetta Convention and Visitors Bureau serves as the official destination marketing organization for the city of Alpharetta, Ga. With so much to do, why not stay the weekend? Book a hotel stay at one of the Alpharetta’s 29 modern and upscale hotels directly at [www.awesomealpharetta.com](http://www.awesomealpharetta.com). Alpharetta was recently named “One of the South’s Friendliest Cities” by Southern Living Magazine and “One of the Best Places to Visit in Georgia” by Vacationidea.com.

###