

## Pure Paws Veterinary Care Marks 10 Years in Hell's Kitchen with Month-Long Community Celebration

Practice has grown to three NYC locations and seven veterinarians since opening in 2016; June celebration features free services, weekly raffles, and a custom pet portrait giveaway.



*We're Celebrating* 

# 10 Years in Hell's Kitchen!

This June, Pure Paws Hell's Kitchen turns 10!

For the past decade, we've had the privilege of caring for your pets and being part of this amazing community. Thank you for trusting us with your furry family members and making us part of their lives.

To celebrate, we've planned a month full of fun, special events, and surprises—and we'd love for you to join us!

 Join The Celebration 

**New York City, New York Jun 3, 2026 ([IssueWire.com](http://IssueWire.com))** - Pure Paws Veterinary Care today announced a month-long celebration marking its 10th anniversary in Hell's Kitchen. Throughout June 2026, the practice will offer free add-on services with every appointment, host weekly raffle drawings, and run a forward-booking giveaway for a custom pet portrait - all to thank the neighborhood that has supported the clinic since it opened in 2016.

Founded as part of an expansion from Pure Paws Vet Care of Clinton Hill, the Hell's Kitchen location was inspired by the owner's personal connection to the neighborhood. After moving to New York City in 2009 to work at a local veterinary practice, owner Dr. Stephanie Liff lived in Hell's Kitchen for years before opening a clinic there.

*"When I became an owner of Pure Paws in 2014 and started thinking about where to grow, Hell's Kitchen was the only neighborhood I considered,"* said Dr. Stephanie Liff, owner of Pure Paws

Veterinary Care. *"I realized the soul and spirit of Hell's Kitchen was perfect for my dream of serving a tight-knit community with a deep love for their pets. Ten years later, the reality has exceeded my wildest dreams."*

What began as a single clinic has grown into three NYC locations with a team of seven veterinarians, and two more joining this summer. The practice has become a proud sponsor of 42nd Street Magazine and contributes a monthly pet care column. Pure Paws also partners with local rescue and foster organizations including Muddy Paws Rescue, PupStarz, and Hearts and Bones, providing care for pets in foster care alongside its patient families.

### **Anniversary celebration: June 1 – June 30, 2026**

**Free add-on service:** Every appointment booked in June includes one complimentary add-on - ear cleaning, nail trim, or anal gland expression.

**Weekly raffles:** Every June appointment is an automatic entry into the weekly drawings. Prizes include a \$100 Pure Paws credit (Week 1), a deluxe pet care bundle (Week 2), a free wellness exam (Week 3), and a \$250 grand prize with a branded Pure Paws tote (Week 4).

**Custom pet portrait giveaway:** Clients who forward-book their next appointment during June are entered to win a one-of-a-kind funny portrait of their pet. The winner takes home the original; a matching portrait goes on display in the clinic.

**Referral program:** Existing clients who refer a new client during June will receive a \$150 credit toward future services at any Pure Paws location.

The Hell's Kitchen location is at 506 W 42nd St, New York, NY 10036. Appointments can be booked at <https://www.purepawsvet.com/hells-kitchen-ny/> or by calling (917) 534-7838.

### **About Pure Paws Veterinary Care**

Pure Paws Veterinary Care is a New York City veterinary practice founded with a mission to provide compassionate, expert care to NYC pets and the families who love them. With three locations across the city, a team of seven veterinarians, and longstanding community partnerships with Muddy Paws Rescue, PupStarz, and Hearts and Bones, Pure Paws has been part of the Hell's Kitchen community since 2016.

For more information, visit <https://www.purepawsvet.com/>.

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