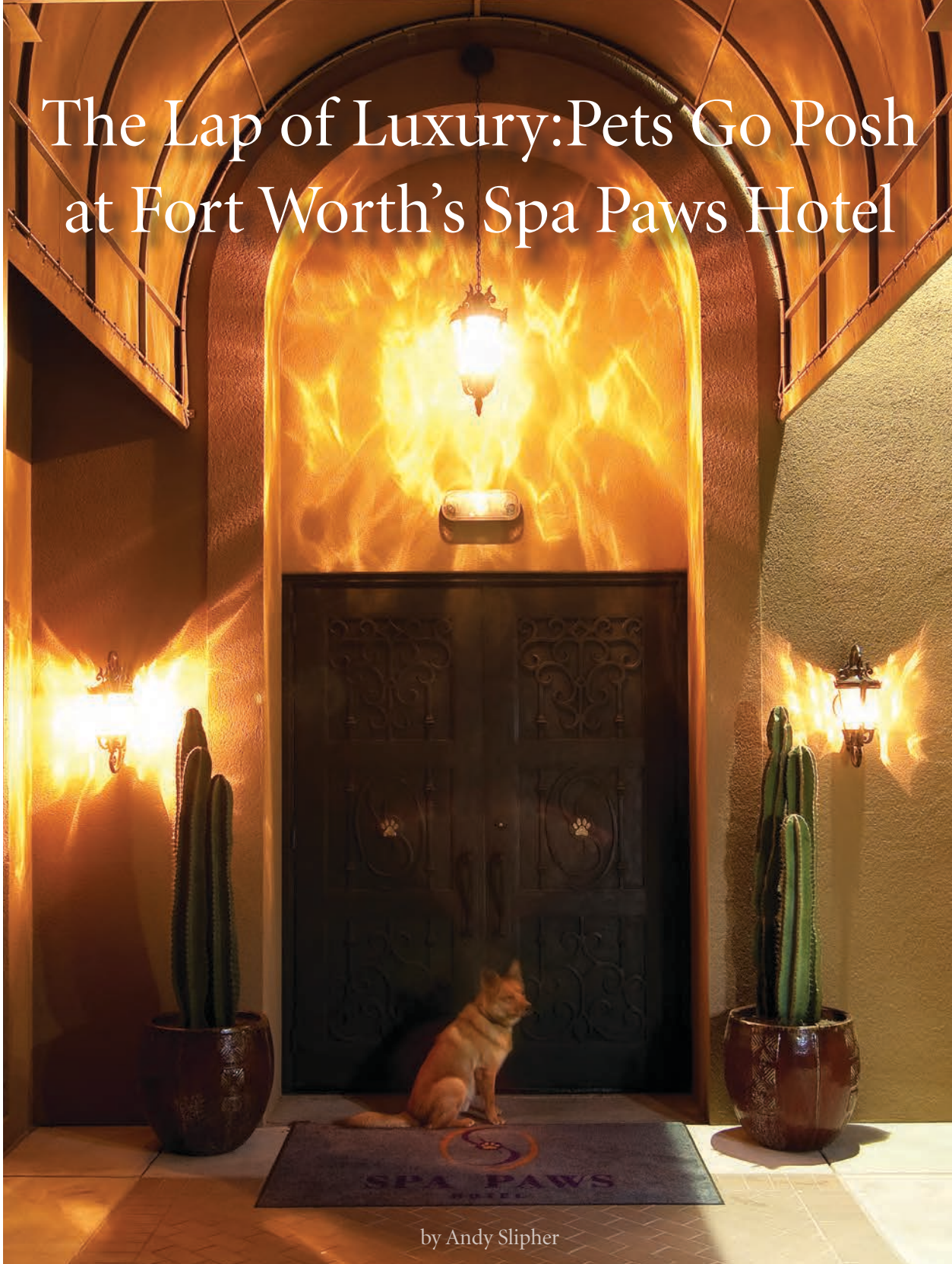


The Lap of Luxury: Pets Go Posh at Fort Worth's Spa Paws Hotel



by Andy Slipher

“The answer is yes! Now what’s the question?”

On the bleeding edge of sophisticated, luxurious and holistic pet care, Fort Worth's newest pet destination, Spa Paws Hotel, is quickly garnering national attention as among the best in pet pampering and wellness.



Dakota



Janice Ford Grimes

Once a dream of hotelier and owner, Janice Ford Grimes, Spa Paws Hotel is now a reality, and is quickly becoming the preeminent regional destination for the best in luxury boarding, wellness, grooming and premium pet amenities of all sorts. Since its opening in late-2010, this original concept has already garnered attention from the likes of The Wall Street Journal, CNN and numerous international specialty publications. And, Ford-Grimes acknowledges that she is in talks with others regarding bigger opportunities for exposure for this wholly unique pet hotel.

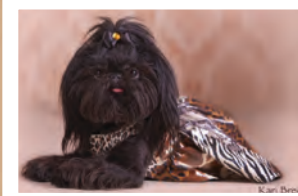
Janice Ford-Grimes' vision of Spa Paws began during a particularly challenging time of her life. She and her silver Chinchilla Persian cat, Dakota, were each undergoing a health crisis. First, in 1998, Dakota fell ill and was rushed to a veterinary hospital. Shortly thereafter, doctors discovered that Dakota had an inoperable brain tumor. Unfortunately, Dakota passed only 10 months later, despite Ford-Grimes' best efforts to provide Dakota the best quality of life possible.

During Dakota's illness, doctors discovered that he had trace amounts of mercury in his blood (the suspected cause of his illness). Janice was immediately tested herself, and likewise, was found to have larger amounts of mercury in her body. Although the cause of the mercury poisoning is still unknown to her to this day, Ford-Grimes believes she owes her life to Dakota.

"Due to Dakota's behavior during that time, and because of his timely diagnosis, I know he saved my life," says Ford-Grimes. "Although he's no longer with me, the miracle is that Dakota prompted my own diagnosis and treatment, and inspired me to create a pet wellness and care center that embraces Eastern medicine."

Ford-Grimes also credits Eastern medicine to advancing her road to recovery since 1998. As a strong believer in the more holistic Eastern wellness philosophy of health, and believing Western medicine to be too limited, she found there to be no





Eastern medicinal and completely holistic treatment alternatives for pets. As a result, her vision of Spa Paws Hotel began. To Ford-Grimes' knowledge, Spa Paws Hotel is the only pet wellness destination of its kind embracing and incorporating a complete Eastern wellness philosophy and its holistic techniques.

But, Ford-Grimes didn't stop at pet wellness. Spa Paws Hotel has everything for the discerning pets and their owners, providing four-legged guests a host of premium services and amenities.

"Spa Paws Hotel is the only five-star hotel for four-legged guests. We want not only our guests, but their owners to feel 100% at home here. Beyond our Eastern Wellness Center, it's the array of services we provide our guests that make Spa Paws Hotel unlike anywhere else," admits Ford-Grimes.

Of course, it truly is pet guests who indulge in all sorts of luxuries during a typical stay at Spa Paws Hotel. This one-of-a-kind hotel is situated in Fort Worth's trendy Montgomery Plaza neighborhood, now undergoing an urban renaissance. Spa Paws Hotel features custom-designed suites for both dogs

and cats, indoor and outdoor open exercise areas, a glamour shop & salon, café market, spa and holistic wellness center, a couture-clothing boutique, an in-house photography and portrait studio and even a large event room for party rentals.

Whether it's for daycare or longer stays at Spa Paws Hotel, four-legged guests get the red carpet treatment. Windowed staterooms are standard for dogs, with options for deluxe, grand, family size suites, and even a Texas king. All rooms at Spa Paws Hotel come standard with custom bedding, designer blankets, turn down service and a treat before bedtime.

As cats hold a special place in Ford-Grimes' heart, Spa Paws Hotel has gone to great lengths to accommodate even the most finicky feline. Cats enjoy penthouse suites, with lots of light, since cats draw much of their energy from the sun. Cat suites come complete with skylights, exterior views, a kitty condo and TV/DVD player combination with customized programming.

Even room service is available upon request for all guests. Menu offerings include filet mignon, Angus beef cuts, grilled chicken, salmon or even veggies. And, you can even check in on your furry friend remotely via Spa Paws Hotel's "nanny cams."

How about a little high fashion, portraiture and good party? Spa Paws features a boutique with the latest in pet fashion, couture and accessories. And, once you've outfitted Fido, Spa Paws Hotel's official photographer, Kari Breen can capture him on film in Spa Paws on-site portrait studio. The hotel even offers a party and banquet room for rent. Spa Paws has organized birthday parties, doggie weddings, even pet memorial services.

Nothing at Spa Paws Hotel has been left to chance, and it is certainly worth a visit (or even a stay) if you have an interest in pampering your pet with only the best.

Spa Paws Hotel | 251 Carroll St. Fort Worth, TX 76107
Phone: 817.850.9000 | Web: <http://spapawshotel.com>