

Moving Company Launches Pet Care Services

Goal is to help cats and dogs cope with relocation stress.

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A Los Angeles moving company launched a pet care service to benefit people who have to move with cats and dogs. NorthStar Moving Corp. has launched a new luxury pet care service through partnerships with the California Cat Center Inc., a cat boarding facility in Los Angeles, and Oprah's personal dog coach Tamar Gellar of The Loved Dog, a cage-free dog daycare and boarding facility also in Los Angeles.

While NorthStar helps the pet owner move, the company's partners will provide red carpet treatment to their pets. The company said that the aim is to eliminate the confusion and fear that cats and dogs experience with relocating.

"There is so much that goes into moving a household, including making the transition for our pets," said Laura McHolm, co-founder and marketing director of NorthStar. "We're thrilled to be working with some of the world's best pet experts to offer alternative options for our furry friends for what can be a very scary situation. We continue to listen to our customers' needs to make all aspects of their families' move seamless."

The service packages include "The A.L. Webber," where felines board in suites measuring 11 feet by 9 feet complete with a flat screen TV, spa music and live bird watching, and "The Paris," where celebrity pet care providers pamper dogs.

These services can be requested individually or combined with other NorthStar packages, such as "The Angelina," which helps care for children; "The Steve-tini," which sets up electronics in the new home; "The Martha," which helps decorate the new home; and "The Britney," which brings in professional organizers to sort things out.

NorthStar Moving is based in Los Angeles and includes local, intrastate, interstate and international moves as well as storage services.