

**FOR IMMEDIATE RELEASE:**  
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Naturally Green  
**TROPICLEAN**  
New York **Pet**  
**Fashion**  
**Show**

An Animal Rescue Benefit like no other...help us save animals lives!

Kick Off Westminster Weekend, Fashion Week & Valentines Day with the  
Largest Pet Fashion Event in the World

The **2014 New York Pet Fashion Show** featuring "The Crown Jewel's Of Fashion & Rescue"  
*We invite you to cover the event of the season. View the most expensive items ever on the runway  
including*

***The "Lumieres" Dog Couture Dress \$25,000 - The Diamond Dog Collar \$xxx,000  
Priceless - The "Queen's Crown" - \$3,000 - The "Papillon" - \$2,500  
Over \$400,000 of outfits, accessories, and jewelry displayed on the runway!  
For a Special Private Preview and Video Email us at [OehlerInc@aol.com](mailto:OehlerInc@aol.com)  
Cover the Super Bowl & Olympics of Pet Fashion & Rescue!***

Our tenth anniversary show kicks off at 6 p.m. on Friday February 7th 2014 at the Hotel  
Pennsylvania and benefits our Gems of Animal Rescue in support of the Mayor's Alliance  
for NYC's Animals and 150 participating shelters and rescue groups [www.animalallianceny.org](http://www.animalallianceny.org).

Join us for a royal evening of Kings and Queens, Princes and Princesses, The Tudors, The Medici's  
and the elegance and style of Marie Antoinette. The top pet designers in the country are creating  
outfits for our canine and human models. See who is crowned "Rescue Dog Of The Year". The  
winner will walk the runway in our exclusive "Diamond Dog Collar" designed by Candy  
Udell from London Jeweler's, creator and designer of the famous 2.5 million dollar bra for the  
Victoria's Secret Angels on the Runway CBS show.

*This event is being filmed for TV and features Four Special runway shows:*

**"Gems Of Rescue"** This runway segment presents 12 dogs representing one of the rescue/shelter  
groups from the Mayor's Alliance for NYC's Animals, outfitted in the  
Jewels of the Crown with diamonds, sapphires, emeralds, pearls, ruby's, crystals and so much  
more. The "Rescue Dog of the Year" will be crowned immediately following this runway show. The  
winner will be presented with \$5,000 in cash and prizes, including \$1,000 from Trupanion.

**"Age Of Enlightenment"** *Siecle des Lumieres* of Marie Antoinette. This segment  
represents the fusion of "fashion and technology", *Featuring Age of Enlightenment Couture by Ada  
Nieves and Gladys Garced and The Lumieres, a \$25,000 cutting edge canine dress adorned with  
150 LED lights and Swarovski Crystals powered by two mini computers and 10 programmed  
animations ... Priceless!*

**"Treasures of the King"** Favorites of the Royal Family. Some of the most unique and best pet  
products from our very own Gold Paw Sponsors

**"Crown Jewels of Fashion"** The Royalty Costume Contest for Dogs and Humans on the runway. Judges will choose the King or Queen of the Show, and the Pet Designer of the Year from custom one-of-a-kind outfits created by the top pet designers in the country.

*Additional Award Presentations Include:*



"Humanitarian of The Year" Jill Rappaport NBC's Award Winning Animal Advocate & Best Selling Author.



"Corporate Excellence" Award Candy Udell of London Jewelers'/Rescue Paw Foundation



"Ambassador of Rescue" Prince Lorenzo Borghese



"Animal Welfare Organization of the Year" Mayor's Alliance for NYC's Animals



"Rescue Dog of The Year" to be announced February 1st.



"Forever Home Award" to the pet parent/adopter and adopting shelter/rescue group.

**MEDIA:** To be placed on our VIP Media Guest list please email us [Info@NYPetFashionShow.com](mailto:Info@NYPetFashionShow.com)

**TICKETS:** \$40 in advance/\$50 at the door

**ADDRESS:** 401 Seventh Ave, 33rd Street, New York, NY, 10001

**WHERE:** Hotel Pennsylvania 18th Fl. Penntop Ballroom

**WHEN:** Friday February 7th, 2014 from 6 p.m. - 11

*\* Cash Bar, complimentary food, music and vendors selling some of the best and coolest pet products in the market today.*

### **2014 New York Pet Fashion Event Sponsors**

**trupanion**<sup>®</sup>  
Medical insurance for your pet.



Mayor's Alliance  
for NYC's Animals

DOG fashion  
spa



frenchie's  
kitchen

 **züca**<sup>®</sup>  
The Ultimate Carry-All!



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