

Pet Fashion Week NY to Feature Green Products

Eco-friendly pet fashions will fund animal shelter coalition.

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Organizers of trade event Pet Fashion Week NY (Aug. 23-24) plan to raise funds for The Mayor's Alliance for NYC's Animals with its ECOture efforts before and during the show. The Mayor's Alliance is a coalition of animal shelters, rescue groups and the city that aims to reduce the number of animals euthanized because they don't have homes.

The campaign's events will emphasize "innovative, eco-friendly pet products," organizers say. The highlight of the campaign will be the ECOture runway presentation that will feature one-of-a-kind pieces designed for the event by participating designers using ecologically friendly materials. The presentation will kick off the PFW Buyer Runway Show on Saturday evening.

Tickets for the event are \$75 (\$25 of which will go to charity) and include the entire runway show. Attendees will be served cocktails and hors d'oeuvres while viewing displays of pet products, organizers say. The event is restricted to pet industry professionals and the media.

Organizers also seek product donations from companies, which will be given to The Mayor's Alliance, which in turn will distribute to area animal shelters. The shelters are permitted to sell the donated items to raise money.

Companies donating at least \$1,000 worth of products will have their names listed in the charity section of the event's website and on four "partner" boards displayed at Pet Fashion Week venues, as well as other acknowledgements. Also, online registration for Pet Fashion Week NY will solicit donations for the charity.

For more information, visit the Pet Fashion Week NY website.