



## Press Release

**FOR IMMEDIATE RELEASE**

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### ***OVER 36,000 DOG AND CAT LOVERS DESCEND ON MEET THE BREEDS IN NYC***

-- View Extensive Photo Coverage at [www.meetthebreeds.com](http://www.meetthebreeds.com) --

**New York, NY-** This past weekend, the American Kennel Club® (AKC) and Cat Fanciers' Association® (CFA) hosted 36,000 people over two days at Meet the Breeds™ presented by PetPartners, Inc., in New York City. With the participation of nearly 200 dog clubs and cat breed councils and the support of over 100 vendors and 16 sponsors, the event was an unqualified success, featuring more than 115,000 square feet of dog and cat festivities.

Meet the Breeds showcased the joys of pet ownership to an audience of dog and cat lovers who were eager to learn about the diversity of breeds and responsible pet ownership in a welcoming and positive setting. This family-friendly event also educated children of all ages—including local Girl, Boy and Cub Scout troops—and helped them create lasting memories with dogs and cats.

The vendor booths offered every imaginable product for pets and their owners, five ongoing demonstration rings (featuring law enforcement K9s, grooming, agility, obedience and an interactive 'Cat Idol' showcase and more) entertained attendees all day long and complemented the main attraction: nearly 200 individually decorated breed booths where the public interacted with dogs, cats, puppies and kittens and learned about their history and unique attributes directly from the experts.

The event also hosted a few “boldface names” including fashion designer Michael Kors and famed columnist Cindy Adams who brought along her dogs Jazzy and Juicy to greet the huge crowds at the Yorkshire Terrier Club of America's booth. Whoopi Goldberg, co-host on “The View” and Mario Lopez, host of “Extra” also attended to tape segments for their respective programs.

“The positive media attention and large crowds are a testament to the tremendous appeal

of this format and the public's desire to learn more about cats and dogs," said AKC President and CEO Dennis Sprung. "With more than 300 million media impressions resulting from the event, there is no doubt that we've been able to communicate messages about responsible pet ownership and selecting a pet that fits your lifestyle."

"The Meet the Breeds event exceeded all expectations," said CFA President Pam DelaBar. "I saw so many smiles from spectators and exhibitors alike, as everyone was thrilled to pet and hug cats and dogs that they had never before seen 'in the fur.' Animal lovers from all over the tri-state area attended the event and we thank them for their support."

"I want to thank all our of sponsors, vendors and especially the hundreds of volunteers from participating AKC clubs and CFA councils that sent representatives to host the breed booths and perform in the demonstration rings," said AKC Chairman Ron Menaker. "While we may have had celebrities in attendance, we all know that the real stars the public came to see were our beautiful animals."

View photo coverage at [www.meetthebreeds.com](http://www.meetthebreeds.com). Additional photos and video can be found on AKC's social media pages including [Facebook](#), [Flickr](#), [You Tube](#) and [Twitter](#).

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**About Meet the Breeds** -- With 160 dog breeds and 41 cat breeds, plus demonstrations, shopping and children's activities, no pet lover will want to miss Meet the Breeds. Each breed will be presented in its own designated space, decorated to reflect its heritage, characteristics and unique attributes as a pet, while allowing attendees to literally "Meet the Breeds" by petting dogs, cats, puppies and kittens and learning about them directly from the experts. The event is proudly presented by PetPartners, Inc. a leading pet healthcare provider, and will feature over 115,000 square feet of dog and cat festivities. Sponsors include Invisible Fence, ADT Security Services, JAKKS Pets, IAMS, DOG.com, Dr. Elsey's Precious Cat Litter, Sturdi Products, World's Best Cat Litter, WebVet, YourDogsHeart.com, Paramount Chemical Specialties Inc., GoPetFriendly.com, Hartz, Continental Airlines, and Petmate. Get your tickets now at [www.meetthebreeds.com](http://www.meetthebreeds.com).

**The American Kennel Club** (AKC), proudly celebrates its 125th Anniversary in 2009. Since 1884 the not-for-profit organization has maintained the largest registry of purebred dogs in the world, and today its rules govern more than 20,000 canine competitions each year. Along with its nearly 5,000 licensed and member clubs and its affiliated organizations, the AKC advocates for the purebred dog as a family companion, advances canine health and well-being, works to protect the rights of all dog owners and promotes responsible dog ownership. Affiliate AKC organizations include the AKC Humane Fund, AKC Canine Health Foundation, AKC Companion Animal Recovery and the AKC Museum of the Dog. For more information, visit [www.akc.org](http://www.akc.org).

**The Cat Fanciers' Association**, Inc. (CFA) was founded in 1906 as a non-profit association of member clubs and is the world's largest registry of pedigreed cats. CFA's mission is to preserve and promote the pedigreed breeds of cats and to enhance the well-being of ALL cats. CFA promotes education, responsible cat ownership and proper care to the owners of millions of cats worldwide. CFA and its affiliate clubs work nationally with local shelters, at a grassroots level, to help humanely reduce homeless and feral cat populations, and to encourage voluntary neuter/spay of pet cats. To learn more about the Cat Fanciers' Association, the pedigreed breeds of cats, or to find the nearest CFA cat show, visit their web site at [www.cfa.org](http://www.cfa.org)