

## Media Release

Contact: Reed Coleman  
Outreach/Communication  
1945 NW Pettygrove, Portland, OR 97209  
Direct: 503.535.3380  
Cell: 971.404.5501  
[rcoleman@dovewis.org](mailto:rcoleman@dovewis.org)

DoveLewis



FOR IMMEDIATE RELEASE – February 7, 2008

## Portland Pet Fashion Week Strikes a Pretty Pose

*City to celebrate at DoveLewis Boutiques Unleashed event March 13*



Americans spend more than **\$40 billion a year** on their pets. Only \$10 billion of that goes to veterinary care – which leaves \$30 billion for clothes, clothes, clothes! You already know Portland is a mecca for hot fashion. We have the best-dressed hipsters around AND of course our beloved pets are fashion-forward, too. Help us celebrate all the cool stuff we dress our pets in, and their patience in letting us do so!

*Boutiques Unleashed – Fashion for Both Ends of the Leash* is DoveLewis' annual human/canine fashion event showcasing Portland's top boutiques and designers for both people and dogs. Hundreds of guests watch in delight as pairs of models decked out in fashions from human and pet clothing designers strut, wiggle, and wag down the runway. Models include local human and canine celebrities, DoveLewis blood donors and some of DoveLewis' former patients.

Could there be a better photo op?

[Click here for photos from last year.](#)

### Event Details

Thursday, March 13, 5:00pm - 9:00pm, [Staver Locomotive](#), 2537 NW 29th Ave., Portland

Our very cool new venue this year is in the heart of Portland's NW industrial district! Guests will browse the [shopping pavilion](#) for great deals, and the [unleashed weekend](#) will help support DoveLewis after the event!

[Reserve your spot NOW!](#)

**All guests will enjoy heavy hors d'oeuvres and hosted beer, wine & signature cocktail**

General reservations: \$60

VIP reservations: \$100\* (advanced sales only-limited availability)

\*includes preferred seating and VIP gift!

Proceeds from Boutiques Unleashed benefit the [DoveLewis Pet Loss Support Program](#). Launched in 1986 by the same certified grief counselor who runs it today, the program offers five, free drop-in group therapy sessions for grieving pet owners. The program director, Enid Traisman, MSW, is also the author of "Pet Remembrance Journal," available online at [dovewis.org](http://dovewis.org).

DoveLewis is Portland's 24-Hour Emergency and ICU Animal Hospital, offering advanced veterinary care in a state-of-the-art facility in Northwest Portland. DoveLewis also shares several 100% donor-funded programs with the community including one of America's largest volunteer-based animal blood banks, an award-winning animal assisted therapy program, a nationally recognized pet loss support program offering five free group therapy sessions each month, 24-hour stabilizing care for lost, stray and wild animals and financial assistance for low income families and owners of abused pets.