



## Press Release

**FOR IMMEDIATE RELEASE**

**Date:** July 22, 2010

**Contact:** Christina Duffney

**Phone:** 212-696-8344

**Email:** [cmd@akc.org](mailto:cmd@akc.org)

**Twitter:** [@akcdoglovers](https://twitter.com/akcdoglovers) / [@cfcatlover](https://twitter.com/cfcatlover)

***MORE THAN 1,000 DOGS & CATS SET TO TAKE OVER NYC  
AT THIS YEAR'S SECOND ANNUAL MEET THE BREEDS***

***World's Largest Gathering of Cats & Dogs  
to be Held October 16-17, 2010 at the Javits Center***

**New York, NY** – Attention all pet lovers, it will be raining cats and dogs once again this October when the American Kennel Club® (AKC) and the Cat Fanciers' Association® (CFA) return to the Jacob K. Javits Convention Center in New York City on October 16<sup>th</sup> & 17<sup>th</sup> to host this year's second annual Meet the Breeds.™

Sponsored by PetPartners, Inc. a leading pet healthcare provider, Meet the Breeds is the world's largest showcase of cats and dogs and offers pet lovers a unique opportunity to play with some of the country's rarest dog and cat breeds while educating themselves about responsible pet ownership and choosing the right pet for their lifestyle.

"Meet the Breeds is an entertaining way for friends and families to enjoy quality time together while learning how to become responsible pet owners," said Meet the Breeds Spokesperson and AKC Assistant Vice President Gina DiNardo. Giant Mastiffs in a Medieval castle, Siamese cats depicting a scene from *Lady and the Tramp*, Norwegian Elkhounds on a Viking ship, and Russian Blue cats set in an Imperial Palace are just some of the more than 200 dog and cat booths that were at last year's event."

"We are pleased to join forces with the AKC again this year to co-present Meet the Breeds," said CFA Director of Marketing & Public Relations Roemann Fulkerson. "This event is a great opportunity for animal lovers all over the tri-state area to play with cats and dogs they had never seen before while learning more about the pets that share our lives."

Tickets are on sale now at [www.meetthebreeds.com](http://www.meetthebreeds.com). Each ticket will offer access to:

- **More than 200 dog and cat breed booths** individually decorated that allow doggie devotees and feline fans to interact with dogs, cats, puppies and kittens and learn about their history and unique attributes directly from the experts.

- **Top experts in every pet-related field** including breeding, training, grooming, nutrition and first aid. Get to know some of the cat and dog specialists who will be available to answer your questions and help you identify the best breed for you.
- **More than 100 vendors selling unique dog and cat items** so you can spoil your favorite Fido or Fluffy. Every imaginable canine and feline product will be available.
- **Demonstration rings** allow attendees to watch dogs and cats race against the clock in the fast-paced sport of Agility, see dogs show off their Rally, Flyball, and Frisbee skills, observe simulated hunting tests and view law enforcement K9s in action.
- **Games and giveaways** at vendor booths including free samples and a wii pet agility game for kids, among other activities.

Last year's event 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 booth. Whoopi Goldberg, co-host of "The View" and Mario Lopez, host of "Extra" also attended to tape segments for their respective programs.

Get social with the AKC! Join us on [Facebook](#) and [Twitter](#).

###

**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 more than 120,000 square feet of dog and cat festivities. Sponsors include Invisible Fence® Brand; Pet Brands, Inc.; P&G Pet Care, Iams; Motel 6; ADT Security Services, Inc.; LubriSyn CA; AOL PawNation; Hill's Science Diet Small & Toy Breed dog food; TD Bank, N.A.; American Pet Products Association; Dog.com; GoPetFriendly.com; Dr. Elsey's Precious Cat Litters; Paramount Chemical Specialties, Inc.; Royal Canin; Petmate; JAKKS Pacific, Inc.; Sturdi Products and World's Best Cat Litter. For more information visit [www.meetthebreeds.com](http://www.meetthebreeds.com).

**The American Kennel Club**, founded in 1884, is a not-for-profit organization which maintains the largest registry of purebred dogs in the world and oversees the sport of purebred dogs in the United States. The AKC is dedicated to upholding the integrity of its registry, promoting the sport of purebred dogs and breeding for type and function. 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. More than 20,000 competitions for AKC-registered purebred dogs are held under AKC rules and regulations each year including conformation, agility, obedience, rally, tracking, herding, lure coursing, coonhound events, hunt tests, field and earthdog tests. 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)