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FOR IMMEDIATE RELEASE

INDIAN PETS TO STRUT THEIR STUFF AT IIPTF '10 DOG & CAT FASHION SHOWS

OR

BREED NO BAR AT IIPTF 2010 PET EVENTS

Allowing mongrels and mixed breeds to participate is an attempt to celebrate all pets—notwithstanding their pedigree

The 4th India International Pet Trade Fair 2010 (IIPTF), to be held between February 12 & 14, 2010 at the NSIC Exhibition Ground, Okhla Industrial Estate, New Delhi, will be spilling with fun activities this year as it has a different pet event allotted to each day of its 3-day duration. A Dog Obedience competition will be held on February 12, 2010, whereas an All Breed Championship will be organised on February 13, 2010. Both shows will be organised by IIPTF in association with the Indian Kennel League. The last and most looked-forward-to pet events of the fair—to be held on February 14, which also happens to be VALENTINE'S DAY—will be the Dog & Cat Fashion Shows, in which approximately 150 dogs and 50 cats are expected to participate.

All the pet events will be organised concurrently to the trade aspect of the fair, with exciting prizes for winners and mouth watering goodies for pet participants! There will be no loud music during the Dog & Cat Fashion Shows, so as to not abuse the sensitive hearing of the pets. Both the Dog Fashion Show and the Cat Fashion Show will be held separately to avoid any cases of victimisation or bullying ('cat fights', pun intended) on either side. Also, free backstage grooming will be provided to all pet participants of the Fashion Shows. All pet events will be held from 10am to 5pm every day, whereas the main trade fair will be ongoing, from 10am to 7pm daily.

Unlike other pet shows, which only entertain the pedigreed elite, all 3 pet events at IIPTF will welcome mongrels and mixed breeds competing in the same shows but under a separate category to make judging simpler and fair. The Fashion Shows, too, will welcome cat and dog entrants of all breeds, notwithstanding their pedigree or lineage. Mixed breed and mongrel participation is being welcomed at IIPTF to celebrate the joy of pet ownership and to encourage public pet (a synonym coined for the term 'stray dogs' by the *Creature Companion* magazine to give the former the dignity they deserve) adoptions in the country. It is an endeavour to welcome and extol all pets—not just the purebred, or ones registered with prestigious kennel clubs.

Under its corporate social responsibility principle, IIPTF will gift a portion of the proceeds of the IIPTF ticket sales to PAWS, a non profit organisation working towards the welfare of public pets. With 3 exciting events on 3 exciting days, February 12, 13 & 14th are guaranteed to be PETS' DAYS OUT!

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