

CATWALK

NEWS RELEASE

Jan. 16, 2013
FOR IMMEDIATE RELEASE

Contact Information:
Carley Ellis, director of communications
405-255-8232
carley.ellis@okstate.edu

SAVE THE TIGERS AND STRUT FOR STRIPES

KANSAS CITY, MO.- Catwalk will host its first benefit fashion show on Feb. 2, 2013, at the Sprint Center to raise money to protect tigers from extinction.

Catwalk is a nonprofit organization that has made it its mission to protect tigers against poachers and create tiger sanctuaries throughout African and Asia due to the rapidly approaching extinction of this animal. The population of wild tigers has diminished from 100,000 to 3,200 cats in the span of only 100 years. The fashion show earns money through ticket sales and donations from sponsors and attendees. Local vendors have also agreed to donate the models' outfits, and all clothes can be bid upon after the event.

CEO Lane Livers' love for animals sparked her interest in wild cats. After conducting extensive research and traveling to Africa and Asia, Livers realized it's only a matter of years before all species of tigers will be completely extinct.

"If we don't act now there will be little we can do to stop the total wipeout of this beautiful animal," Livers said. "It's far past the point of simply raising awareness, it's time to act."

Catwalk has raised significant funds in the past few years through sponsors, benefit concerts and the popular 5K walks known as "Catwalks" that have taken place in different cities all over the nation. Participants are given tiger ears and tails and are encouraged to walk or run at their own pace. The money collected is donated to African and Asian governments as well as local authorities in order to create sanctuaries and increase anti-poaching efforts.

For more information regarding the Catwalk and the Catwalk Fashion Show, please contact Carley Ellis at carley.ellis@okstate.edu. To purchase tickets or make donations, please visit www.strutforstripes.org.

###