



# The Bengal

A NEWSLETTER SPONSORED BY CATWALK

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## Benefit runway show earns double the predicted profit.

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Thousands of people gathered on the first Saturday of February to attend a fashion show. This fashion show, however, was the first of its kind, and gained more publicity than expected.

Catwalk, a nonprofit organization aimed to protect tigers, hosted its first annual benefit runway show “Strut For Stripes,” this past month. The show took place on Feb. 2 at the Sprint Center in Kansas City, Mo. Nearly 7,000 people attended “Strut for Stripes,” almost double the number that Lane Livers, CEO, predicted.

“We couldn’t have asked for a better turnout,” Livers said. “We ended up changing the arrangement of the runway so we could accomodate more people.”

“Strut for Stripes” raised \$400,000 through ticket sales, concessions and merchandise sales. All proceeds were donated to local African and Asian governments in an attempt to help protect endangered tigers from illegal poachers and environmental destruction.

Before the event, celebrity and primary endorser, Leonardo DiCaprio, held a press conference regarding tiger extinction and the work Catwalk does to stop it.

“Some people don’t think this issue is important because they don’t



realize how serious it has gotten,” DiCaprio said. “In 10 years from now tigers will be gone and we will have no one to blame but ourselves.”

With such a large turnout Catwalk is looking into having smaller events throughout the year to lead up to “Strut for Stripes” and keep Catwalk in the limelight.

“We’re snowballing ideas now, but we’re thinking about hosting 5K races around the country and calling them “Catwalks,” Livers said. “We don’t want the hype to go anywhere because we’re planning on being here for a while.”



## CEO Chatter



I would first like to begin by thanking everyone who not only attended “Strut for Stripes,” but to those who also donated clothes and money, volunteered and played an important role behind closed doors. Without you, Catwalk’s “Strut for Stripes” wouldn’t have been anywhere near as successful.

Catwalk has been fundraising solely to host “Strut for Stripes” for the past couple years.

Our nonprofit has been running for nearly two years now, and after this month, I know it’s going to leave a mark on society. We’re currently working hard to attract more sponsors and donors. With more financial and emotional support behind our campaign to stop tiger extinction, we are now able to put on more events and have even more of a public voice.

I am excited to announce that Catwalk has planned exciting new events that will take place all around the country rather than just Kansas City, Mo. We were so enthralled by the support we received for “Strut for Stripes,” and we’re not stopping there.

This fall Catwalk plans to travel to six major cities and host 5K races, which will be called “Catwalks.” We will provide post-race snacks and beverages along with live entertainment, games and motivational speakers.

We hope that these races can help everyone to become aware and passionate about the major crisis taking place in Africa and Asia. They will be inexpensive and available to all age groups.

Catwalk will not be using any of the funds raised from “Strut for Stripes” to host these 5K races, rather, they will be funded separately.

Finally I would like to close with words of encouragement. “Strut for Stripes” raised more than double the profit we planned to make. Catwalk has been covered worldwide by media. We are no longer a small voice, but a loud roar. One event has saved the lives of hundreds of tigers.

Thank you for your support,

Lane Livers, CEO

*Lane Livers*

### *Catfacts*

1. Most tigers have more than 100 stripes.
2. The pattern of stripes is also imprinted on the tiger’s skin.
3. Tigers can reach speeds of up to 40 mph.



# losing our stripes

By: Carley Ellis

Crouched, invisible, he leaps forward to attack his pray. Shots fire and he falls to the ground and hunters collect his body.

The African tiger is only one of the many species of tigers that is currently facing extinction. Due to illegal poaching and the continual destruction of its natural habitat, the tiger has very little chance to survive the next 10 years, and Catwalk hopes to change that.

Catwalk is a nonprofit organization designed to prevent the extinction of tigers in the wild.

Lane Livers, founder and CEO of Catwalk, started raising money to sponsor Catwalk a few years ago after watching a documentary about the over-poaching of tigers.

"I'm passionate about a lot of things, but Catwalk takes the cake," Livers said. "It's time we step in and fight for an animal that can't fight for itself."

According to [allaboutwildlife.com](http://allaboutwildlife.com), the population of tigers has decreased from 100,000 to about 3,000 cats in the past century meaning the earth has lost nearly

Catwalk is hosting its first fashion show, "Strut For Stripes," in Kansas City, Mo. "Strut For Stripes" hopes to not only raise awareness, but also to collect a significant amount of money to send to local governments in Africa and Asia.

Local businesses are already contributing clothing, food and beverages to help "Strut For Stripes" be as successful as possible.

Emily Baldwin, founder of a local Kansas City boutique Standard Style and Co. believes Catwalk is bringing positive publicity to the city.

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**"It's time we step in and fight for an animal that can't fight for itself."**

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"I'm excited that my clothes will be in a runway show that stands for such a great cause," Baldwin said. "It's also great to see the community getting so involved."

Catwalk has gained a significant amount of national publicity due to celebrity endorsements. Leonardo DiCaprio has been one of the key faces of this nonprofit's campaign.

"There are more than 20 colleges and universities who are represented by a tiger," DiCaprio said. "We see them in zoos, in movies and on TV so people don't realize how few tigers are actually alive today; it's disheartening."

DiCaprio not only donates significant amounts of money to Catwalk, but he has also helped recruit world renown models to walk in the runway show.

"People love animals, and people love pretty girls and 'Strut for Stripes' combines the two," DiCaprio said. "It's genius."

The fashion show will take place in the Sprint Center on Feb. 2, 2013. Tickets are almost sold out, but Livers encourages citizens to make donations even if they can't attend.

"Any amount of money counts," Livers said. "The more successful the show, the more likely 'Strut for Stripes' will take place in other cities."





# Setting the Standard

By: Carley Ellis

Catwalk didn't purchase a single item of clothing for the "Strut for Stripes" fashion show. Clothes were donated by local Kansas City, Mo. vendors as well as national retailers. Standard Style was not only one the smallest boutique, but it also donated the most clothing and accessories.

CEO and founder, Emily Baldwin, grew up loving animals. When she was in high school she discovered her talent for fashion design. Baldwin first read about

Catwalk in the "Kansas City Star" and decided she was being called to help.

"I felt drawn to the article about Lane Livers and her passion for the tigers," Baldwin said. "It wasn't until later in the article that they mentioned the fashion show. I was hooked after that."

Baldwin and her staff from local Kansas City stores spent numerous days and nights assembling outfits and sorting through clothes to include in "Strut for Stripes." The day of the show Baldwin closed her KC locations so her employees could volunteer at the Sprint Center.

In return for the countless hours Baldwin and her staff dedicated to "Strut for Stripes," Livers encouraged the female employees to walk in the fashion show and Baldwin was given front row seats along with five minutes of advertising space.

Livers can't begin to express her gratitude.

"Without Emily the show wouldn't have run as smoothly as it did," Livers said. "She was more than generous and I don't know if I can ever repay her."

Business sales have increased for Baldwin though she says she didn't do it for recognition. A percentage of all future sales made at Standard Style will be donated to Catwalk.

"It is nice to have more business but with this comes a sense of social responsibility," Baldwin said. "I owe some of this business to the publicity Standard received from Catwalk, so I intend to keep giving back."

## Coming up:

March's Issue of "The Bengal" will reveal locations of the 5K Catwalks.

Registration for Catwalks opens at the end of February and will close Aug. 1, 2013.

Registration and payment for "Trip Tiger" to Africa in July is due May 1, 2013.