



FOR IMMEDIATE RELEASE

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***NEW YORK TIMES* BESTSELLER AND INSTAGRAM SENSATION *THE DOGIST*
CELEBRATES SUPERZOO 10TH ANNIVERSARY OF *ALL FOUR PAWS*– THREE-
TIME WINNER OF BEST NEW PRODUCT – WITH THE OFFICIAL LAUNCH OF
THEIR NEWEST COMFY CREATION**

Los Angeles, CA– *All Four Paws*, the creator of the original and patented Comfy Cone, will celebrate their Superzoo 10th Anniversary this year with the official launch of their latest creation, the Comfy Wrap. The celebration will kick-off with a press conference on Wednesday July 26th at 11am at booth #4060 with celebrity dog photographer, *New York Times* Best Seller and Instagram sensation, The Dogist, who boasts over 2.9 million followers. The official launch Hashtag is #comfywrapwiththedogist.

The Dogist will introduce the Comfy Wrap during a live press conference at the All Four Paws booth #4060 on Wednesday, July 26 at 11am (PST) and will be on hand for meet & greets throughout the day. Since its inception in late 2013, The Dogist, (Elias Weiss Friedman) has photographed more than 15,000 dogs in more than 50 cities around the world and amassed a social media following of more than 2.9 million people. He published his first book, *The Dogist*, which became a *New York Times* Bestseller.

As an extension of the veterinarian recommended patented and award-winning Comfy Cone, All Four Paws designed the Comfy Wrap to further address recovery, protection and the rehabilitation needs of animals when the cone shape is not needed. The comfortable and easy to use Comfy Wrap, protects injuries, surgical wounds, hot spots and allergy irritations from harmful bacteria by wrapping around the pet's torso and up through the chest preventing animals from licking, chewing or



scratching. With the unique handle, it also helps dog owners in assisting with the animal's mobility issues by giving them the ability to help lift the pet more easily without adding pressure to the kidneys or bladder. Additional features include a unique non-compression body wrap design allowing airflow to infected areas; foam-backed nylon which buffers the skin; inside pockets to put cooling or warming packs for comfort or to combat heat or soreness.

"I'm excited to be a part of the Comfy Wrap launch as my mission is not only to photograph dogs and give them a voice through pictures, but to do all that I can to help them and The Comfy Wrap does just that! It is such a helpful and special product that only has the animal's well-being in mind," said Elias Weiss Friedman, The Dogist.

"We debuted our first product, the Comfy Cone, 10 years ago at SuperZoo and took home Best New Product, so what better way and place to honor that occasion than to showcase the Comfy Wrap during the show. The success of our original product and listening to our retail customers, consumers and veterinarians is what inspired us to create the Comfy Wrap, which complements and extends the benefits of the Comfy Cone. Your pet is now protected from nose to tail," said President of All Four Paws, Linda Markfield.

www.allfourpaws.com

About All Four Paws

Founded in 2007, All Four Paws is an independently-owned family business that supports families with pets by creating innovative comfort and healing products for dogs and cats. The company currently manufactures four products - the Comfy Cone, the Chill Collar, the Comfy Wrap and the Wipe It - which they sell in over seven countries through retailers, veterinarians and at trade shows. Along with their product offerings, All Four Paws donates product to rescue organizations and shelters for their in-house use with an emphasis during spay and neuter drives and also provides additional product for them to use for their fundraising purposes.

Instagram: <https://www.instagram.com/allfourpawscomfycone>

Twitter: <https://twitter.com/comfycone>

Facebook: <https://www.facebook.com/All-Four-Paws-119512946672>

About The Dogist

Elias Weiss Friedman grew up outside Philadelphia, PA, and has always been surrounded by dogs and cameras. Starting off in a darkroom, he made prints of his family's Labrador Retrievers and Poodles from the age of 12. After graduating from



Boston University, he moved to New York City, where he worked in brand strategy for two years and developed a skill for storytelling and marketing. Then, after a round of layoffs, at the age of 25, Elias took advantage of the opportunity to do something on his own. Dusting off his camera, he saw a story nobody was really telling and everyone wanted to hear: dogs. Inspired by The Sartorialist and Humans of New York street blogs, Elias started The Dogist and gained traction quickly. Since its inception in late 2013, Elias has photographed more than 15,000 dogs in more than 50 cities around the world and amassed a social media following of more than 2.5 million people. He's been featured on national television, numerous publications, countless blogs, and published his first book, *The Dogist*, which became a *New York Times* Bestseller. His mission is to tell the story of dogs, and in doing so, is making many people (and dogs) very happy. Look out for his forthcoming book, *The Dogist: Puppies*, this Fall 2017.

Instagram: <https://www.instagram.com/thedogist>

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Facebook: <https://www.facebook.com/thedogist>

About SuperZoo

SuperZoo boasts the most buyer and exhibitor participation of any trade show for the pet retail industry in North America, providing pet retail and service professionals with the knowledge and resources they need to be successful. For the sixth consecutive year, SuperZoo has grown in exhibitor space and square footage and has been listed among Trade Show Executive's "Gold 100" trade events since 2014. Produced by World Pet Association (WPA), the show attracts thousands of retailers, product suppliers and service providers at each annual event. WPA is the oldest industry organization promoting the responsible growth and development of the companion pet and related products and services industry, and works to educate the general public in order to ensure safe and healthy lifestyles for all our animal friends. In addition to producing SuperZoo, WPA is the host of America's Family Pet Expo, held annually in Costa Mesa, CA, Atlanta Pet Fair & Conference, held in Atlanta and Aquatic Experience, held in Chicago.

SuperZoo 2017 will be held at the Mandalay Bay Convention Center in Las Vegas, July 25-27, with conference sessions July 24-26.

For More information: www.superzoo.org.

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