

**FOR IMMEDIATE RELEASE**

Contact: Allison Katz  
NOBL Communications  
508-963-9034  
[akatz@noblcomm.com](mailto:akatz@noblcomm.com)



## **UP COUNTRY CELEBRATES 35 YEARS OF FASHION AND FUN**

***Up Country marks their 35<sup>th</sup> year in the pet fashion and apparel business with new Made in the USA collars and leads, stylish apparel and home décor, wedding-themed designs, and a renewed effort to give back while looking forward.***

**PROVIDENCE, RHODE ISLAND, July 16, 2019.** For 35 years, Up Country, Inc. has stayed true to their brand and mission by offering superior quality and stylish product for cats and dogs. That alone is something to celebrate! This year, Up Country will be showcasing over 2 dozen new designs, in addition to their current lineup of 100+ styles, at SuperZoo in Las Vegas, Nevada from August 20-22 in booth #6327. Part of Up Country's mission is to offer something for each owner and pet's personalities. Additionally, Up Country will be adding new patterns to their already popular decorative pillow line, impeccable coats and gorgeous sweaters, a wedding-themed collar, and finally, three brand new collar designs that will be debuting at SuperZoo. Also, Up Country is expanding their philanthropic program called [Up Country Cares](#) by continuing to share and support their heart-warming [Adoption Tails program](#), as well as partnering with Dogs on Deployment and more.

"When I started Up Country in 1984, the only dog collars available were either nylon or leather, and they had little to no decoration. People thought I was crazy designing 'fancy' collars for dogs who were just going to roll around in the mud. But those first six designs were the beginning of a dream come true," shared Alice Nichols, Founder. "I'm still driven after 35 years to maintain the high quality of our products, as well as continually evolve the line with gorgeous new patterns that exude personality, charm, and fun. Seeing first-hand, right here in our Rhode Island facility, our collars and leads being hand sewn, pressed, and finished with care, makes me extremely proud. I'm proud of our team, our product, and our Up Country family. Additionally, we like to extend our blessings by looking ahead while giving back to many of the charitable organizations that keep the safety and wellbeing of pets top of mind."

In 2019, Up Country released a multitude of new fashions across their product lines, such as:

**NEW FASHIONS! [Apparel](#)** – Add some style and warmth to your doggy's wardrobe this fall and winter! The Reflective Jacket and Orange Field Coat are available in 8 sizes and include a handy pocket and reinforced harness patch. The Reflective Jacket is reversible with a *fully reflective* side for safely walking at night, and an attractive plaid pattern for day. Their new Orange Field Coat is the perfect option to increase visibility in the woods or fields as well. Additionally, two hand-knit sweater styles are available in sizes XS – XL: Up Country's Floral Basket Weave Sweater comes in three colors with a charming basket weave pattern and floral accents at the neck. Their Classic Cable Sweater is also available in three colors, complete with colored tipping and pockets. *SRP starting at \$24.00.*



**NEW FASHIONS! [Dog/Cat Collar and Leads](#)** – Over 100 beautiful, Made in the USA designs are available with two dozen NEW styles in 2019 - including the gorgeous Bristol collection! Show off your pet's personality and your own personal style each

season and holiday. From Up Country's new *Heart of Gold* and *Pawprint Stripe* to their *Funky Fish*, *Sitting Ducks*, and *Plaid* patterns, there's something for everyone. Matching leads are available in all fashions, too! Available now in a variety of widths, sizes, and lengths – including extra wide widths for larger dogs. *SRP starting at \$22.00.*



**NEW PATTERNS! Decorative Pillows** – Up Country's Decorative Pillows are the perfect gift or addition to any pet lover's home. Colorful designs with charming quotes like, "Be the Person Your Dog Thinks You Are," or "Love is a Four Lettered Woof," will delight and inspire. Beautiful canvas art on the front complements soft, luxurious solid fabric on the back. Three sizes are available. Made in the USA. Available now. *SRP \$40.00.*



**Wedding** – Don't forget your furry best friend on your special day! The Up Country Canine Wedding Collection includes the perfect pieces to make your dog a cherished part of your engagement and wedding. Products include two collar designs: Love & Cherish and Eternity, plus a Rose Ring adorned with beautiful silk flowers. *SRP \$25.00*



**Doggie Doorbells** – A wonderful training tool for your new pup! Hang the Doggie Doorbell in your home to help train your pup to alert you when it's time to go outside. Available in eleven colors and Made in the USA with durable bamboo webbing and nickel-plated bells. Holiday themes and personalization too! Available now. *SRP \$21.00.*



**Outdoor Pet Futons** – Give your pooch a comfortable place to rest! Up Country’s pet futons are made with beautiful weather resistant materials that will not only stand up to any indoor or outdoor conditions but also look great! Cover is removable and machine washable. Four size options and personalization are available! Available now. *SRP from \$70.00.*



For pet retailers and media attending SuperZoo, please be sure to visit Up Country at booth #6327 to see these gorgeous new offerings in person. To browse Up Country’s entire product line, and to learn more about its philanthropic efforts, please visit [www.upcountryinc.com](http://www.upcountryinc.com).

**About Up Country, Inc.**

Up Country is an industry leader in the pet accessories business manufacturing high quality products such as collars, leashes, apparel, treats, pet beds, harnesses, and more at their East Providence, Rhode Island headquarters. Their 35-year commitment has been to create the right products for dogs and cats that not only look beautiful but are also made to last. Up Country gives back to their community by donating a free collar and leash to any dog or cat adopted from their local RIPSCA, in addition to their many other philanthropic endeavors. Up Country products are sold in leading mass, independent, chain, and online retailers, as well as on their own website. Learn more by visiting [www.upcountryinc.com](http://www.upcountryinc.com) or call 800-541-5909 for more information. Please also visit them on [Facebook](#), [Twitter](#) and [Instagram](#).

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