



*****MEDIA ALERT***MEDIA ALERT***MEDIA ALERT***MEDIA ALERT*****

BOBS FROM SKECHERS HONORS SVA STUDENT WITH \$10,000 SCHOLARSHIP AND HOSTS PET ADOPTION EVENT IN CLIFTON, NJ

Brand to unveil winning “Paws for a Cause” design and present grant to certified no-kill designated Bergen County Animal Shelter

WHO

Representatives from BOBS® from Skechers®, Best Friends Animal Society, and Bergen County Animal Shelter will come together in celebration of BOBS from Skechers’ renewed partnership with national nonprofit Best Friends Animal Society (under embargo until Thursday, April 30). This partnership will include a \$500,000 donation to support Best Friends’ goal to make the U.S. no-kill and help every healthy and treatable pet find a loving home.

WHAT

BOBS from Skechers, alongside Best Friends and Bergen County Animal Shelter, will come together to celebrate the brand’s “Paws for a Cause” design program- an initiative that empowers emerging collegiate artists to use creativity to make a meaningful impact for pets in shelters.

As part of the program, BOBS from Skechers will honor School of Visual Arts student, Anelya Sapar, who has received a \$10,000 scholarship from the Skechers Foundation. Anelya’s cat-inspired design was selected as one of two winning entries and is now featured on a special-edition BOBS from Skechers sneaker available in the United States, aligning with the brand’s mission of supporting efforts to help save the lives of dogs and cats in shelters.



In addition to celebrating Anelya’s achievement, BOBS from Skechers and Best Friends will award a \$5,000 grant to Bergen County Animal Shelter, one of Best Friends’ 6,000 shelter and rescue group partners, further supporting its lifesaving work and commitment to helping pets find loving homes.

The event will include:

- Grant check presentation
- On-site pet adoptions, with pets available to go to their new homes with fees waived by Bergen County Animal Shelter

ABOUT ANELYA

Hailing from Shymkent, Kazakhstan, Anelya Sapar, who, along with her family, rescued their last pet, Basik, from the streets of her hometown based her *Paws*-winning print on her cat, as well as those she encountered and bonded with during a summer spent volunteering at her local animal shelter when she was 16 years old. By capturing the stories of these cats and other abandoned animals, it is Sapar's hope that through her art, she can show the power of care and trust, as well as encourage people to notice the animals who need our help and love the most.



WHERE

Skechers Retail Store in Clifton, New Jersey
River Front Center
390 Route 3 West
Clifton, NJ 07014

WHEN

Saturday, May 2nd
11am – 3pm EST
*Media Call Time 11:30 am EST

RSVP: Media is invited to attend and cover the event, capture photos and video of the scholarship and grant presentations, and document pet adoptions. Interviews with representatives from Bergen County Animal Shelter, Best Friends and BOBS from Skechers are available.

To RSVP, please submit names of attending media and interview requests to: larad@skechers.com by Friday, May 1st.

ABOUT THE ORGANIZATIONS

About BOBS® from Skechers®

BOBS from Skechers' charitable collection of shoes, apparel and accessories have improved animals' lives: over the past decade, Skechers has contributed more than \$14 million to help over 2 million shelter pets, including saving more than 1.8 million rescued animals in the United States, Canada, United Kingdom and Japan. It all started in 2011, when Skechers launched a movement to support children impacted by natural disasters and poverty—donating more than 16 million new pairs of shoes to kids in more than 60 countries worldwide. To learn more about BOBS from Skechers' commitment to making a difference, visit BOBSfromSkechers.com and follow the brand on [Facebook](#) and [Instagram](#).

About Best Friends Animal Society

Best Friends Animal Society is a leading animal welfare organization dedicated to saving the lives of dogs and cats in America's shelters and making the entire country no-kill. Founded in 1984, Best Friends runs lifesaving facilities and programs nationwide in partnership with more than 6,000 shelters and rescue organizations. From our headquarters in Kanab, Utah, we also operate the nation's largest no-kill animal sanctuary — a destination that brings our mission to life for thousands of visitors each year. We maintain the most comprehensive animal sheltering data in the country and make it accessible to the public — empowering communities with critical insights into the needs of their local shelters and how they can help. We believe every dog and cat deserves a home. And we believe that, by working together, we can Save Them All®.

About the Bergen County Animal & Adoption Center

Opened in 1979, the Bergen County Animal Shelter and Adoption Center (BCAS) is responsible for Animal Control and related services for 49 towns in Bergen and Hudson Counties. Located at 100 United Lane in Teterboro, NJ, BCAS has an active network of Rescues, Volunteers, Kitten Foster Families, and Trap/Neuter/Return (TNR) colonies to support the employees and animals in our care. The Shelter earned its No-Kill designation under the guidelines of the Asilmar Accords in 2015. The mission of BCAS is to promote the humane treatment of all animals, reunite lost pets with owners, encourage adoption, foster care and wildlife rehabilitation, reduce animal populations through spay/neuter (TNR) and education of the public in animal welfare, and support the community in responsible pet ownership. Please visit our Facebook page (<https://www.facebook.com/BCAnimalShelter/>) for current photos of available and adopted pets as well as updates on events going on at the Shelter.

BOBS FROM SKECHERS CONTACT

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