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News Release
For Immediate Release

Celebrity Dog Models and New York Pet Fashion Show's Ada Nieves to Take Part in AFME's "Reel" Dog Fashion Show and Reception

Event to Benefit AFME Foundation, Animal Human New Mexico and Paws and Stripes

Albuquerque, NM – April 15, 2015 – On June 1st, the Albuquerque Film & Music Experience will host the "Reel" Dog Fashion Show and Reception, showcasing celebrity dog models and honoring their contributions to the film and entertainment industry. With special guest and Certified Pet Fashion Designer, Ada Nieves, the celebrity dogs will take to the runway, clad in outfits where several will be auctioned off to benefit Animal Humane New Mexico and Paws and Stripes. The fashion show and reception is presented by AFME Foundation, StarwindMTUSA, the nation's leading earth-friendly, chemical-free pet furniture and products manufactory, and Hyatt Regency Albuquerque.

Nieves is a Certified Pet Fashion Designer, Animal Talent Manager and Pet Stylist, whose expertise has been featured on television programs like "The David Letterman Show," "Anderson Cooper 360," "Martha Stewart TV Show," "From Underdog to Wonderdog," "E! Ice Loves Coco," "NBC 30 Rock," and "The MTV VMA Animal Reenactments." She is also the co-chair and Creative Director for the New York Pet Fashion Show during New York Fashion Week.

"Our four-legged friends make such an astonishing contribution to entertainment, and we are excited to showcase their talents, and of course, their beauty, in this exciting event," said Ivan Wiener, Executive Director and Founder of AFME. "We are thrilled to have Ada Nieves in attendance. To stay true to AFME's mission to give back to the community and support positive causes, it makes sense to give to animal organizations in New Mexico through this event."

The fashion show and reception will take place June 1st at the Hyatt Regency Albuquerque on the Lobby Level. In addition to a great show, AFME will be giving away free copies of their 2015 Celebrity Pet Calendar. The fashion show is free and open to the public.

"We encourage all dog lovers to come out and be part of the evening — and give back to animals in need in our own community through the auction of selected pet wardrobe," continued Wiener. "The night will be pet-friendly, and we're inviting attendees to get involved by letting their pets take a stroll down the runway with a special pre-show experience."

AFME encourages those interested in taking part in the pre-show to email reeldog@abqfilmx.com to reserve a spot, as dogs are chosen on a first come, first serve basis, with limited space. Allen Winston will be onsite to take photographs of dogs on stage and in StarwindMTUSA's pet beds, if owners would like, and there will be a variety of dog vendors present.

Celebrity Dog Models Include:

SOPHIA LOREN - Sophia Loren is a small Pomeranian with a big heart! Straight from Beverly Hills, California, she is stealing hearts at the Albuquerque Film & Music Experience. If you want to learn more about her adventures, visit her blog at <http://www.littledoginthebigcity.com/about-sophia-loren/>

BAXTER - Baxter is 9 years old. A graduate of obedience, agility and pet therapy classes, he has modeled for G-Girl Productions in Delray Beach Florida, New York Pet Fashion Show, and NYC Doggies and Tiaras 2015. Baxter was featured on the Winning "Best In Show" TITANIC at Tompkins Square Park Dog Event for 2014. He made his TV debut on "Despierta America" modeling an Oscar Red Carpet design by Ada Nieves. His human mommie Lynn Lina is a CASA (court appointed special advocate) for foster kids most at risk in New Jersey. Baxter is her ambassador, always giving the kids lots of kisses and love.

TRAVELING JACK - Jack has modeled in 4 Bridal Expos, 1 Dog/Person Fashion Show fundraiser for Animal Welfare, he has posed for many magazines, calendars, books, online publications. Jack has been the Grand Marshall of a number of Pet Parades, and he appears in public events regularly. He has ridden in a hot air balloon. He has ridden ski gondolas, raced down a ski mountain in a cardboard derby race, and other crazy things....with not even a blink of the eye. Being a bulldog, with a low excitement level and calm nature, helps but Jack is used to his role in the public eye, whether it is in an event with 8000 people or in front of a live TV camera. He is a natural.

BANDIT - Bandit is a male Pomeranian who loves dressing up! He has been in multiple shows including "The Miracle Worker", a story about Hellen Keller, where he played Belle the dog. You can find more about Bandit by visiting The SouthWest Rural Theatre Project at www.swrtp.org.

MOJITO BANDIT NIEVES - This handsome male Chihuahua has been seen in a MasterCard commercial and is the mascot for Nick Studio 10, Nickelodeon's television series. He has also been seen at NY22 - A Robert DeNiro Production. When it comes to entertaining the crowds, he puts the WOW in ChihuaWOW!

BREE & BLEU – A beautiful pair of female Shitzus from Virginia.

PATTI - Patti is a 9-year-old dachshund who has graced the runway many times as a competitive show dog. She travels with a smile and is always elegant.

Members of the media interested in attending can request press credentials at <http://abqfilmexperience.com/press/>. For full schedule of AFME events and to buy tickets please see WWW.ABQFILMX.COM. Press images available upon request.

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