



FOR IMMEDIATE RELEASE

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**BERKSHIRE HUMANE SOCIETY TO OPEN
CATWALK BOUTIQUE IN LENOX
Clothing Drive Kicks Off Sept. 24th**

Berkshire Humane Society (BHS) will open a second location of Catwalk Boutique, its successful women's resale shop, in downtown Lenox this coming winter/spring. Dates are to be determined.

The original Catwalk Boutique, located at 325 Stockbridge Road in Great Barrington, opened in May 2014. The shop specializes in affordable women's clothing with an emphasis on designer and upscale labels, current styles, and contemporary fashion. All clothing is like-new or very gently used. Shoppers can also purchase handbags, jewelry, shoes, and accessories such as scarves, hats, and gloves.

All proceeds from the shop benefit Berkshire Humane Society.

"Our shop in Great Barrington has done so well," said John Perreault, Executive Director for BHS. "We hope this second shop will bring us even closer to our community and give people in Lenox and Pittsfield a new place to shop. We'd love to have events in Lenox, for both fundraising and adoptions. This shop is a great opportunity for us to close the gap in our budget. We need this revenue to help us fund all the programs and services that benefit both people and animals. Money has been very tight, as always. So this is a very important endeavor for our shelter."

The new location is in a recently renovated building on Church Street next door to Alta and Patisserie Lenox.

"This is a very exciting project for BHS. The new location is much larger than our original shop, so we're going to have more room for clothes and accessories, and there are two dressing rooms with large mirrors and wonderful light," said Cindy Bartlett, President for BHS. "We have a lot of dedicated people working with us to make Catwalk Lenox happen. We have donors helping defray some of our initial costs, and we're gathering new volunteers who love clothes and fashion as much as they love animals."

Mimi Rosenblatt, co-founder and co-manager of Catwalk Boutique in Great Barrington said, " We are thrilled that Catwalk Boutique has been so successful, and we are flattered that our business model will be replicated in Lenox. We are grateful to all our wonderful donors and customers from South County, Connecticut, and New York who have supported us throughout the past four years. We hope Catwalk Boutique in Lenox will be embraced and supported by the surrounding North County communities. Now animal lovers and lovers of fashion will have two great venues where they can find affordable, stylish clothing and accessories while supporting the homeless animals of Berkshire County."

Catwalk Boutique is entirely stocked by community donations. A charitable clothing drive to collect items for the Lenox store kicks off on Monday, September 24. All women's clothing and outerwear, jewelry, shoes, handbags, wallets, scarves, hats, and gloves will be accepted. Please no lingerie, undergarments, bathing suits, men's or children's clothing.

Donations may be dropped off at Berkshire Humane Society at 214 Barker Road in Pittsfield and Purradise at 301 Stockbridge Road in Great Barrington. Pick-ups in Lenox may be scheduled by emailing cmcgrath@berkshirehumane.org.

For more info, please contact the shelter at (413) 447-7878 or email enelson@berkshirehumane.org or cmcgrath@berkshirehumane.org.

ABOUT THE BERKSHIRE HUMANE SOCIETY

Berkshire Humane Society (BHS) is a private, nonprofit, open-admission animal support organization with a twofold mission: to ensure the compassionate care, treatment, and whenever possible, placement of homeless animals through the shelter operation; and to promote and improve the welfare of all animals through community education and outreach. As a private non-profit, BHS is not affiliated with the Massachusetts Society for the Prevention of Cruelty to Animals (MSPCA) or any other animal welfare group, and receives no public funds from local, state, or federal sources. The welfare of companion animals and the future of BHS depend entirely on the compassion and generosity of the community.

Since its beginning, BHS has sheltered more than 50,000 homeless animals who are cared for and made available for adoption. In 2017, BHS took in about 1,264 homeless animals, which represents a continuing decrease in numbers from past years. BHS believes that its expanding low-cost spay/neuter programs, community pet food pantry, and other lifesaving programs, have gone a long way to help keep pets in their homes and reduce pet overpopulation. BHS is also proud to place 100% of all adoptable dogs, cats, birds, and small mammals into new, responsible homes.

Although BHS is primarily known as a place to surrender pets and adopt a new family member, these are only a few of the services provided to the community. BHS has developed into a valuable resource that provides a variety of programs for people as well as animals. Learn more at BerkshireHumane.org.

ABOUT CATWALK BOUTIQUE

Catwalk Boutique is an upscale women's resale boutique founded to benefit Berkshire Humane Society. The shop's mission is to provide a steady and predictable revenue stream to help financially support Berkshire Humane Society. The clothing is hip, fashionable, and affordable with all proceeds going to help homeless animals in Berkshire County. Shopping at Catwalk Boutique is the ultimate "guilt-free" shopping experience. Learn more at facebook.com/CatwalkResaleBoutique or catwalkboutique.org.

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