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**PAWS N CLAWS EYEWEAR**

## PRESS RELEASE



### **Fashion and Animal Welfare Collide as Paws N Claws Eyewear Partners with Brand Ambassador Stephanie Mattera and the Alliance for NYC's Animals**

*Paws N Claws Eyewear is pleased to announce their new partnership with Brand Ambassador Stephanie Mattera and the Alliance for NYC's Animals, Taking Animal Rescue Efforts to New Heights.*

**Pittsburgh, PA, May 5, 2016:** Paws N Claws Eyewear steps out of the 'Burgh, helping animals around the country in partnership with the ASPCA and the Alliance for NYC's Animals in Manhattan.

Since its inception, Paws N Claws Eyewear, based in Pittsburgh, has been one of the ASPCA's strategic cause partner companies. Paws N Claws Eyewear currently donates 5% of the purchase price of each pair of optical frames or sunglasses sold to the ASPCA animal welfare organization. This optical brand that combines a love for fashion and animals is always keeping an eye out for new ways to help animals in need, even in addition to its existing charity partnership with the ASPCA.

So meeting Stephanie Mattera, a well-known animal activist and socialite, was a lucky strike for all involved. Her ongoing involvement with the Alliance for NYC's Animals and her love for fashion and social media made her a perfect fit to be Paws N Claws Eyewear's inaugural Brand Ambassador. Stephanie is the perfect woman to assist with furthering our introduction of several new Boutique frames into the marketplace, and has added an extra layer of philanthropy to our "wearing and caring" initiative and our "giving-back fashion" business model.

Stephanie's background is vast and varied. She is passionate about community outreach, creating positive change, and setting socially conscious style trends. As a Lifestyle Correspondent for Celebrity Catwalk TV, Stephanie is responsible for covering socially conscious fashion and beauty trends, interviewing tastemakers and authors, social entrepreneurs, humanitarians, animal advocates, and non-profit founders from around the world. Stephanie has always been an animal-lover and grew up in a house full of rescued pets that were all considered members of her family. In 2010 after completing a M.S. in Public Relations and

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Corporate Communication at New York University, she began channeling her life-long passion for animals into strategic focus as the Spokesperson for the Alliance for NYC's Animals. Stephanie advocates for spaying and neutering pets, rescue and adoption, and the responsibilities of being a pet parent at community events and on local news segments. Stephanie is mom to four beloved rescue pets of her own; Japanese Chins, Keiko and Romeo, Zoom Zoom, a mixed breed, and a Calico kitty, Sophie.

In honor of welcoming the lovely Stephanie Mattera into the Paws N Claws Eyewear family, Paws N Claws will be donating an additional 5% to the Mayor's Alliance to NYC's Animals from sales using code **SAM5**, starting on May 5, 2016. This is on top of the 5% from each sale that Paws N Claws already donates — and will continue to donate — to the ASPCA.

"The use of the code SAM5 is two-fold. The letters SAM are Stephanie's initials, but it is also the name of our founder, Sam. The 5 stands for 5% being donated to the ASPCA, 5% being donated to the Mayor's Alliance for NYC's Animals, and is also relevant because Paws N Claws Eyewear will soon be turning 5 years old! So it's easy for shoppers to remember: use code SAM5, starting on May 5!" said Ashley Boynes-Shuck, social media coordinator for Paws N Claws Eyewear.

Explaining his choice of courting Stephanie Mattera as Paws N Claws Brand Ambassador, President and CEO Sam Shapiro said, "Stephanie was an amazing choice because she is positively beautiful inside and out. She has a heart for animals and is very involved in animal causes — something that is of utmost importance to us here at Paws N Claws Eyewear. Her background speaks for itself, and we are thrilled and excited to have her on board. We couldn't be happier to appoint her as Brand Ambassador."

The Alliance for NYC's Animals is thrilled that its spokesperson, Stephanie Mattera, was selected as Paws N Claws' inaugural Brand Ambassador and is glad to begin a new partnership with Paws N Claws. Jane Hoffman states "We are extremely grateful to Paws N Claws and Stephanie Mattera for their support of our mission and programs to save the lives of homeless animals in New York City.

Stephanie herself cannot wait to dive in and get involved. She said, "Having the opportunity to blend my passion for fashion and promoting social good is a dream come true! I am honored that Sam Shapiro has entrusted me to be the face of his brand and has provided a platform for me to raise awareness and funds in support of animal welfare. As the Spokesperson for the Alliance for NYC's Animals for the past six years, I have seen the difference we make in the lives of NYC's homeless animals and Paws N Claws will be an integral part of helping us continue our mission."

The influence of this potential partnership could mean big growth for Paws N Claws Eyewear, benefitting not only animals through the Alliance and the ASPCA, but also benefitting those fashionable individuals who get to wear their beautiful and stylish sunglasses and frames.

To learn more about **Paws N Claws Eyewear** and how they proudly support a mission to save the lives of animals, please visit [www.pawsnclawseyewear.com](http://www.pawsnclawseyewear.com), and follow Paws N Claws Eyewear on Facebook, Instagram, LinkedIn, and Twitter. You can also follow hashtags #PawsASPCA #PawsAllianceNYC and #WearingAndCaring to keep up with the brand.

Press inquires, please contact Ashley Boynes-Shuck at [ashley@pawsnclawseyewear.com](mailto:ashley@pawsnclawseyewear.com) or Sam Shapiro at [sam@pawsnclawseyewear.com](mailto:sam@pawsnclawseyewear.com).

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