



Contact: Tavor White
Phone: (720) 943-4252

Email: Mister-T@ChewsHappiness.com

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FOR IMMEDIATE RELEASE

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Chews Happiness® Recognized for Sustainability *with Happiness Hugs™ Earth Line Handcrafted Yak Down Fashion*

BOULDER, CO – Chews Happiness' new **Earth Line**, stunning, handcrafted fashion from natural, undyed, yak down, has been accepted for inclusion in the prestigious **SustainAbility: design for a better world®*** display at the much admired **NYNOW** trade market, an exclusive juried event and a comprehensive retailer marketplace for gift, home, lifestyle and handmade products to be held August 20-23, 2016 in New York City.

The **SustainAbility: design for a better world®*** display is a curated exhibit of global suppliers whose products or production processes are eco-friendly, and/or companies whose business practices are socially responsible, philanthropic or fair-trade oriented. Only the newest and most inventive products are selected. Winning applicants satisfy three critical criteria:

- **"Green" Products:** products that are fabricated with only recycled, recyclable and/or sustainable materials.
- **Environmentally-friendly Production Processes:** production processes using renewable or alternative sources of energy, including wind, sun, and alternative fuels.
- **Socially-responsible business practices:** fabrication by indigenous peoples, creating viable, sustainable trades and markets in poverty-stricken and needy communities.



Happiness Hugs Earth Line, which will be exclusively launched at the August 2016 **NYNOW** Market and will be available for ordering at the event and after the market, starting August 24, 2016, is wonderfully luxuriously soft, silky and warmer and more eco-friendly than cashmere. The line includes new turtleneck and button styles that wrap around your dog, eliminating the need to pull the garment over his/her head. Our cruelty-free, apparel for dogs and their moms is uniquely designed to bring you Happiness vibes from Bhutan, the land of happiness.

Consciously handcrafted by women artisans from Bhutan to Boulder, Colorado, Happiness Hugs Earth Line features traditional Bhutanese motifs with distinct spiritual meanings that celebrate the connection between you, your dog, and the planet.

Earth Line represents the ultimate in luxury couture, as natural, undyed yak down is even softer, finer, and fluffier; Chews Happiness' Founder and CEO explained that *"when we saw how the natural, undyed yak down was even more beautiful and silky soft than the already luxurious, amazing dyed variety we knew that dogs and their moms just HAD to have it!"*

Give Your Dog A Hug™



Chews Happiness is a new artisanal dog-products social enterprise company that believes that investing in happiness yields a very high return of happiness. Chews Happiness currently provides sustainable income sources to indigenous peoples in Bhutan, the Land of Happiness, and to local artisans in the United States, enabling them to maintain their traditional crafts and lifestyles.

For more information please visit our website - www.chewshappiness.com, email us at: info@chewshappiness.com, or visit us at our booth at one of the upcoming tradeshow/markets:

SUPERZOO BOOTH 1277 | NY NOW BOOTH 507 | P3 CHICAGO BOOTH 330H

Wholesale inquiries are welcome.

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*Note: **SustainAbility: design for a better world®** is a registered trademark owned by EMERALD EXPOSITIONS, LLC, the managers and coordinators of the NYNOW Market.