

Pet Apparel Company Donates Winter Coats for Homeless Pets

Waggin' Wear Inc. pledges to donate more than 120 winter coats.

Waggin' Wear Inc., an Amsterdam, N.Y.-based manufacturer of pet apparel and accessories, yesterday pledged to give more than 120 winter coats to animal shelters in upstate New York.

Animals adopted at the participating shelters, including the Animal Protective Foundation in Scotia, N.Y., and the Montgomery County SPCA in Amsterdam, will go home with a Waggin' Wear coat, while supplies last. "Winter is the season when animals need help the most," said Kimberly Baum, president of Waggin' Wear. "We wanted to help our local furry friends by keeping them warm at the coldest time of the year."

The company is particularly sensitive to this issue because the Baum's two dogs were strays. "We want to give back to these organizations, whose mission is to protect and nurture displaced dogs, preparing them for their forever homes," said Ryan Baum, vice president of the company.

The company sells its coats through about 300 pet boutiques and other retailers, including Harrod's in London. Posted: November 1, 2005, 9:00 a.m. EST