

*Agency: The Bamboo Agency
Spectrum Media
Writer: Jeff Mustard
Press Release*

Client: Full

Assignment:

South Florida Teacup/Toy Breed Pet Store Featured On Upcoming Episodes of Animal Planet

Pembroke Pines, FL – Teacups Puppies, (www.TeaCupsPuppies.com) South Florida's largest pet shop specializing exclusively in the Teacups and Toy Breed line of dogs, is being featured in an upcoming episode of "Animal Planet" that will have multiple airings commencing on Saturday, December 22nd, at 9:00 PM, EST. From throughout the nation, Animal Planet selected "Teacups Puppies" to be only one of two stores around which the six minute segment, "Billion Dollar Babies" was produced.

According to segment producer and spokesperson, Amy Levin, a producer for CBS News Productions who produced the one-hour show for "Animal Planet" says, "the pet industry is a \$41 billion-dollar-a-year business and 2007 seems to be the year that people really started to humanize their pets; there is a great amount of money being spent on animals and we chose to feature Teacups Puppies because they cater to this new clientele who is spending a great deal of money on their dogs and all the accoutrements that seemingly go with this unique breed and the accessories clients seem to be drawn to."

"Teacups Puppies" boutique carries an array of doggy apparel from haute couture fashions to vintage rocker wear with brands such as Jack Rocket Wear, Paris Erotica, Chi WOW WOW, Downtown Doggy and much more. The store stocks hundreds of designer leashes, leads and collars as well as puppy totes from the likes of Juicy Couture, Ed Hardy, Paul Frank and more. Additionally, there are one-of-a-kind, hand-made items from designers all over the world that literally can't be found elsewhere. The boutique also provides grooming and boarding services with on-site pet stylists and veterinarians. The boutique has 7 of the top groomers in South Florida.

"We have been in this business for more than 20 years," says Eleonora Bonfini, one of the two principals of Teacup Puppies boutique, "and we've earned a name and a reputation literally world-wide." In fact, Teacups Puppies boutique has caught the attention of television, film and sports personalities who have purchased dogs and accessories from their shop. Mandy Moore, Hilary Duff, Gloria Estefan and Missy Elliott, to name a few are some of the celebrities that frequent the store where glittered products from doggie bows and barrettes, to Swarovski encrusted collars and bedazzled doggie couture, to plush and lush and simply exquisite doggie pocket books, totes and sleeping pads bring a gleam to the well-heeled customers.

This isn't the first time Teacups Puppies has drawn media attention and coverage. In fact, the owners, their unique line of toy breed dogs and the cornucopia of interesting and outrageous products they carry have been featured in *Boca Magazine*, *City and Shore Magazine*, the *Miami Herald*, the *Palm Beach Post*, Fox's *Deco Drive* in South Florida and even earned the cover of *Urban Dog* magazine.

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Camera and crew showed up at the Teacup Puppies store, a 6,000 square foot facility located at 9003 Taft Street, Pembroke Pines, FL 33024, where they spent nearly five hours interviewing the store owners, Eleonora Bonfini and Donna Piro, along with about a half-dozen of their frequent and popular customers who also showed up with their coterie of pets, some in strollers, others in totes, but all fully decked out and preternaturally adorable in complete toy puppy regalia.

Teacups Puppies and the Toy Breed line include TeaCup & Toy Yorkies, TeaCup & Toy Maltese, TeaCup & Toy Chihuahuas, TeaCup & Toy Poodles, TeaCup & Toy Pomeranians, Pocket Pinschers, Imperial Shih-Tzus, among others. There is a wide range in cost of Teacup puppies, from \$795 to as much as \$8,000. The average cost of a Teacup puppy is approximately \$2,000.

The one-hour Animal Planet show that will feature Bonfini, Piro and their unique store and equally unique customers, during a six-minute segment that premiere's on Saturday, 12/22 at 9 PM. The show will then go into a heavy rotation during the next five days including multiple airings as follows: Monday 12/24 – 12 PM, 8 PM, 11 PM; Tuesday 12 / 25 – 3 AM and then again Thursday 12/ 27 – 4 PM.

For more information please contact: Jeff Mustard / Media Contact, Full Spectrum Media – 954- 239-9733 / ext: 1006 / cell: 954-801-8263

Visit the website at: www.TeacupsPuppies.com