



MEDIA ALERT

## Gap Inc. Hosts Kick-Off Day for “Pet People” Clothing Line

**WHO:** Gap Inc. and Pet Partners, a nonprofit organization dedicated to improving human health through therapy, service and companion animals

**WHAT:** Gap is introducing the new “Pet People” clothing line that benefits animal-assisted therapy programs by Pet Partners. The line features T-shirts, collared shirts, sweatpants, and sweatshirts available for men, women, children, and matching items for pets. Representatives from Pet Partners will be present at our main kick-off event in San Francisco for interviews and a chance to meet some of the therapy animals.

**WHERE:** The kick-off event will be held at the San Francisco Gap flagship store located in the Flood Building:  
890 Market St.  
San Francisco, CA 94102

**WHEN:** The kick-off date is Oct. 1, 2012, and will run from 9 a.m. to 4 p.m. The “Pet People” clothing will be sold from October 2012 to October 2013 in all Gap Inc. brand stores across the nation.

**WHY:** All proceeds from the clothing line will benefit the animal-assisted therapy programs of Pet Partners. The nonprofit organization helps 1 million individuals each year receive this type of therapy, and we’d like to increase that number by 100,000. With any “Pet People” item sold, all proceeds will be given to Pet Partners’ animal-assisted therapy programs.

**PRESS:** This event is free to the public. Representatives from Pet Partners will be present for interviews at 10 a.m. and 2 p.m. A meet-and-greet session with the therapy animals will take place at 3 p.m. Glenn Murphy, CEO of Gap. Inc., will be speaking at the event at 11 a.m. and will be available for interviews following his speech.

For more information about the “Pet People” clothing line, please visit [www.gapinc.com/petpeople](http://www.gapinc.com/petpeople).

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