

BE GOOD, DO GOOD



BUY GOOD, FEEL GOOD

Introducing I Rescue Rover Apparel

Helping Animals with Great Art, Fashion and Design

"Be Good, Do Good, Buy Good, Feel Good."

When I Rescue Rover Apparel founder and artist Paula Rie Bonham first envisioned designs for specialty graphic t-shirts and lifestyle apparel, she was running her successful dog walking / pet sitting business in the San Francisco Bay Area. Her passion for animals and dedication to their welfare made her know she wanted to enter the world of fashion with a good cause, and she envisioned her line as a way to help support both local and national animal welfare charities.

She had a feeling her 1500+ dog walking clients would be interested in this type of apparel, especially if sales supported animal rescue, and had a hunch that a line like this would have some widespread appeal. Thus I Rescue Rover was born.

I Rescue Rover Apparel offers exquisite hip, high-quality graphic shirts for adults, kids and babies, dog walking/yoga pants - with matching tees for your dogs. Paula fuses her arts background into her I Rescue Rover Apparel graphics, and the resulting imagery has a high-end look – very different and more upscale than the typical "caricature" look you mostly see in dog or animal-related apparel. The brand's designs are inspired by the many dogs Paula has rescued and enjoyed in her life, and also by the passion people have for their own dogs.

The company's tag line, "Be Good, Do Good, Buy Good, Feel Good", is also the company's mantra. Sales of I Rescue Rover Apparel benefit animal welfare organizations such as the ASPCA, The Humane Society, Red Cross Emergency Rescue Efforts, Animal Acres, Petfinder and BestFriends.org.

Textiles include organic cotton bamboo and other eco-friendly fabrics, and I Rescue Rover exclusively partners with companies that adhere to ethical manufacturing practices.

Celebrity fans include Minnie Driver, Amy Smart and Evan Hander.

Paula loves designing and is currently focusing on developing new portraits of dogs to reflect the many breeds, as well as introducing a character titled "Ecclectic," which is sure to become everyone's favorite mutt! As the brand loves all animals, they're also developing images cats, birds, fish, horses, goats and more. This summer Paula will feature a line of specialty animal-themed dresses in her new line, "Rescue Apparel".

For more information please visit www.iRescueRover.org

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