



PET KREWE SIGNS SESAME STREET PET LICENSING DEAL

Just in Time for Christmas, Santa Elmo Dog Costume is Coming to Town

New Orleans, LA, Sept 20, 2018 – New Orleans-based pet costume company Pet Krewe today announced it has signed an expansive licensing deal for twelve Sesame Street character costumes and squeaky toys.

Pet Krewe will launch Santa Elmo for dogs and cats in November 2018, in time for Christmas, with Big Bird, Oscar the Grouch, Cookie Monster, Bert & Ernie, Super Grover, Elmo, Count von Count, Snuffleupagus, Abby Cadabby, and a host of matching dog toys and catnip toys launching in early January 2019.

“Many of us grew up with Elmo, Bert & Ernie and the gang, and our warm experiences with each character will guide every costume and branding decision as we bring each of these characters to life with our pets,” said Allison Albert, founder and CEO of Pet Krewe.

Founded in 2015, the company has partnerships with Chewy and zulily, and recently secured seed financing from the New Orleans Startup Fund to ramp up production and marketing efforts to meet customer’s year-round demands for pet costumes.

ABOUT PET KREWE

Born and based in New Orleans, Pet Krewe is a year-round celebration of everything that makes pets unique and awesome. Run by animal lovers, the premier pet costume retailer designs and personally inspects every costume for quality. Honoring the spirit of New Orleans, and its long-standing traditions, Pet Krewe welcomes four-legged friends of all colors and sizes to don its costumes, strut their stuff, have fun, and Unleash the Parade, no matter the time of year, and wherever they may be!

MEDIA CONTACT

For more information on Pet Krewe and Pet Krewe products, or to speak with an executive of the company, please contact Sara Ng at sara@vendeloo.com or 646.460.6764, or Wendy Simmons at wendy@vendeloo.com or 917.327.6188, or visit www.petkrewe.com.