

PRESS RELEASE

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Public Invited to Immerse Themselves in the “World of Alpacas” at AlpacaFest West

- *Family-Friendly Event Takes Place November 15 & 16*
- *Event Highlights Include Large Marketplace Featuring Exquisite Alpaca Clothing, Designer Fashion Show, Educational Exhibits and Demonstrations, and Hands-On Arts & Crafts*

INDUSTRY HILLS, Calif. – If you’ve ever wondered what alpacas are, how they’re raised or why some consider their fleece to be the finest in the world, plan on attending the 6th annual AlpacaFest West November 15 and 16 at the Industry Hills Expo Center in the City of Industry.

Visitors to the event can enjoy the sight of hundreds of beautiful alpacas vying for top honors in the show ring, along with a wide variety of entertaining and educational events and activities. Admission and parking are free, and surprise gifts for children will be given out at the show entrance.

AlpacaFest West brings together in one location over 300 top alpacas from more than 120 ranches throughout California and neighboring Western states, many of them state and national champions.

“These beautiful animals represent the best of the best,” said show manager John Cooksey. “It would take weeks of driving around the state to all the ranches to see the variety and quality of alpacas that will be present at this event, so it’s really the perfect place to come for people interested in learning more about these wonderful and gentle animals.”

Cooksey noted that experienced breeders will be on hand throughout the event to answer questions and discuss the benefits of alpaca ownership and ranching.

In addition to the excitement of the blue ribbon judging, show visitors will be treated to a wide variety of free informative and fun activities and exhibits, including a high-fashion runway show; hands-on spinning, weaving and knitting demonstrations; a crafts area where children and adults can try their hand at making their own works of art; seminars and educational exhibits; and raffles held throughout the day.

A not-to-miss highlight of this year’s event will be the entertaining and unique fashion show featuring professional dancers wearing the latest designer garments and

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AlpacaFest West Event-November 15 & 16
Page 2 – 2 – 2

accessories from top fashion designers, all made from natural alpaca fiber. Children and adults alike will be delighted at the sight of live alpacas making their way down the runway alongside the models. All styles modeled will be available for sale both before and after the show. The fashion event takes place Saturday, November 15 at 12:30 p.m. in the Grand Arena.

Alpaca fleece, considered by many to be superior to cashmere, has become increasingly popular with top fashion designers because of its ultra soft feel, durability, and range of 22 natural colors. AlpacaFest West's marketplace will carry an extensive collection of finely tailored and luxurious clothing and accessories for men, women and children – including many one-of-a-kind garments – all made from alpaca and alpaca blend fibers. A wide variety of other hand made artisan items, including decorative items for the home and all natural eco-friendly fiber toys, will be offered.

Alpacas are smaller than their llama cousins, and are known for their shy, sweet and gentle personalities. They are shorn annually, much like sheep, to harvest their hypoallergenic soft fiber, which is spun into yarn for knitting, weaving and felting. Initially brought into the United States from South America, alpaca breeding has flourished in the United States, growing to over 4,000 ranches around the country today. Many investors are realizing the value of the alpaca as a reliable source of income, based on the animals' ability to produce valuable fleece and offspring.

AlpacaFest West is presented by the Southern California Alpaca Owners & Breeders Association (www.socalpaca.org), and is open to the public. It takes place November 15 and 16 from 9 a.m. to 5 p.m. at the Industry Hills Expo Center, located at 16200 Temple Avenue in the City of Industry. Admission and parking are free. Visit www.alpacafestwest.com for more information, event schedule and directions to the venue.

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NOTE TO EDITORS:

Hi-resolution photos of alpacas and designer fashions are available by contacting Francine Pares at 949-481-7559 or fpares@intelibrand.com.