

**Contact:** Tai Green or Jennifer Belser

**KMR Communications, Inc.**

**Phone:** 212.213.6444

**Facsimile:** 212.213.4699

**tai@kmrpr.com/jennifer@kmrpr.com**

The logo for GlowFur features the brand name "GlowFur" in a bright cyan, glowing font with a trademark symbol. Below it, the tagline "Be The Art!" is written in a white, italicized serif font. The entire logo is set against a solid black rectangular background.

**LIGHT UP THE NIGHT WITH GLOWFUR™**  
**Glow faux fur sets new standard for wearable art**

**Denver (January XX, 2007)** - GlowFur, faux fur apparel combined with a stunning glow of light, is a one-of-its-kind visual creation. This fashion-forward clothing line matches faux fur with special internal lighting technology to create glowing fur attire.

Since its well-received debut at an annual arts event in Reno, Nevada, Glowfur has rapidly grown into a successful fashion label. The patent-pending fur and lighting combination is achieved via special internal lighting to the fur, which creates the glowing effect. The dramatic and colorful glow, activated by flipping a switch located in an interior pocket, is best noticed in diminished lighting. It can last throughout the night and is guaranteed to leave an indelible impression on everyone in its presence.

“I created GlowFur because I wanted something unique and cutting-edge. I designed what is essentially wearable art,” stated Glow Fur creator, David Lee. “I am thrilled when I hear that GlowFur is referred to as the ‘Cocktail of Fur, Light and Color’ and that it invites positive energy and connections with people in any crowd.”

GlowFur is available in a variety of furs and various styles including coats, vests, mini skirts, mini tops, scarves and hats. It is sold in a plethora of glowing colors including white, blue, pink, aqua, yellow, red and orange. The styles range from \$50 to \$2,000 and can be purchased online at [www.glowfur.com](http://www.glowfur.com).

GlowFur™ is headquartered in Colorado. The company is committed to developing amazing, fun, and stunning glowing fur apparel for the most fashionable people on earth.