

Fictional press release for a school assignment

News Release
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Contact:
Chris Vaughn
cvaughn@levis.com
404-555-6767



Figure 1 "[Levi's Storefront](#)" by [ajay_suresh](#) is licensed under CC BY 2.0.

Levi's Announces New Pet Collection with Doug the Pug as Brand Ambassador

SAN FRANCISCO, California — Levi's announced today that it is joining forces with canine superstar, Doug the Pug, for its new denim pet collection. The collection includes collars, leashes, and jean jackets to keep pets looking stylish. Items can be purchased online and at major department stores like Macy's and Target starting Labor Day weekend.

[image of a Levi's dog collar]

Levi's and Doug the Pug both shared the news on social media today.

"Guess who's the new face of Levi's? This guy," read the caption on Doug's latest Facebook post. The short clip shows the popular pooch relaxing on a staircase sporting a white t-shirt underneath Levi's signature trucker jacket.

[screenshot of Facebook post]

“We wanted to provide pet owners with stylish pet accessories that have the reliability the Levi’s brand is known for,” says Rachel Sampson, Director of Global Strategy at Levi’s. “And who better than America’s favorite pug to help us introduce our new collection?”

With [over five million Facebook followers](#), Doug seems like the ideal choice to attract pet parents. Sampson says Doug will star in a series of upcoming commercials and print ads.

The pet collection was initially scheduled to launch in 2020, but the pandemic put plans on hold.

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About Levi’s: www.levis.com In 1873, Levi’s created the iconic “blue jeans.” The long-standing, global company provides women, men, and kids with pants, shirts, socks, bags, and more online and within its 500 stores.

About Doug the Pug: www.dougthepug.com Doug the Pug is an internet star with 18 million social media followers. He starred in Fall Out Boy’s *Irresistible* music video and appeared in the Sabra Super Bowl Commercial.