



AN ANIMAL FRIENDLY CITY: THE EVENTS OF THE MILANO PET WEEK

From Via Dante to Porta Nuova, passing through CityLife and Lambrate to arrive at the city parks, even periurban ones: Milan is confirmed as pet-friendly with the rich calendar of the Milano Pet Week. Initiatives dedicated to the health of your pet, fun moments of leisure time, photo contests and the marathon for all owners of all kinds of animals and much more: there is truly a world to discover in the metropolis where we live together with our animal friends. A unique and engaging opportunity that will offer, something that is a common element to all events, training sessions for the owners who want to provide greater wellness for their pet, to enhance their awareness and coexistence also with those who do not own animals.

SIX-LEGGED EXPERIENCES: EMOTIONS TO BE EXPERIENCED TOGETHER

Flash Mob at the Arch of Peace: Milano Pet Week starts

The inaugural event of the Pet Week will be a huge meeting of the associations that bring together the canine enthusiasts of the city in one of the most suggestive locations. A party that will greet the week of the most animal friendly city in the world. The initiative is organised by Mylandog.

Wellness for two

An opportunity to find psychophysical wellness together with your dog: at the Biblioteca degli Alberi, the new public park at Porta Nuova, where specialised Personal Trainers will explain the secrets of dog fitness with sessions designed to ensure the wellbeing of man and animal.

A friend is a treasure

A treasure hunt through the streets and parks of Milan in man-dog teams as competitors. The goal is to stimulate empathy with our pet by locating a series of clues that will allow you to have fun discovering some fascinating places in Milan together with your pet.

Milano Pet Pool, a refreshing dip in the city

A unique opportunity to let animals splash around in Milan, as if the sea had arrived in the city. A large swimming pool in one of the Milanese parks will be available throughout the week, to allow your pet to take a refreshing dip or to experience the pleasure of swimming for the first time, through the "baptism of water" assisted by a trainer. All these experiences will be filmed by a social media film crew that will post them, making the most entertaining performances available to the public.

Six-legged marathon

The Milano Pet Marathon will be a non-competitive 5 km run, with start and finish at Citylife and open to all owners of animals of any species: the appointment is for 5th October. Before departure a training session dedicated to physical activity with your pet, to start a healthy habit that will benefit both owner and pet.

Games without borders: fun and play with our dog friends

An event for everyone to have fun with their four-legged friends: many amusing trials for a fun-filled day! Divided into teams, adults and children will compete in fun games like "the egg race", the "blindfolded obstacle course", and "statues" designed for all breeds of dogs and their handlers. The event is not competitive in nature, but will be a special time for fun and sharing.

Pet Street

Via Dante becomes the first Pet Street in Milan. Themed meetings, entertainment for families, a dog welcome station with an initiative that will focus on the theme of a pet becoming part of the family.

PETS IN THE CITY

Legal head office: Via Montenapoleone, 8 | 20121 Milan

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Mondo Gatto open day: a cat is forever

The association that has been caring for stray cats since 1985, promoting sterilisation and cattery management campaigns, including the Municipality of Milan, will present its business and its offices, providing the possibility of adopting one of the cats rescued from abandonment. A unique opportunity for all cat lovers.

"I CAN ENTER": THE INITIATIVES OF SHOPS AND RESTAURANTS AND MUSEUMS

Thirst-quenching shopping

Bowls of water in the shops belonging to Confcommercio Milano participating in the initiative: the stages of Milanese shopping will become an opportunity for dogs to get some refreshment, making visiting the various shops even more enjoyable.

Gourmet with a tail

The EPAM/Confcommercio Milano restaurants participating in the initiative, and therefore accepting animals on their premises, will become even more pet friendly during the Milano Pet Week, offering a lunch to the pet of those who choose them. A great opportunity to discover the quality of the city's restaurants and share it with our four-legged friends.

Visiting museums and city attractions? Me too!

Those who are never apart from their animals often have difficulties when visiting a city other than the one they live in, since they cannot enter many of the main attractions. Pets in the City will set up dog-sitting areas outside Museums, Galleries and other attractions, which will become easy to visit for residents of Milan and tourists who want to enjoy the city without separating from their best friend.

CULTURAL EVENTS: SPACE FOR UNDERSTANDING THE PET WORLD

The sky above Milan

Locations dedicated to bird watching in city parks will allow visitors to get to know and admire the bird species that inhabit the sky above Milan: among the possible sightings, colonies of parrots in Biaggio and the Idroscalo artificial lake and the many birds of African and Asian origin that by now feel at home in the metropolis.

Pet Museum: a journey into the past, a leap into the future

What were the leads used in the Middle Ages like? When were muzzles invented? And what will these objects look like in the future, what are the technological innovations that companies are developing to amaze us and our animals? An exhibition inside Pets in The City, from 4th to 6th October at fieramilanocity, will display antique memorabilia and prototypes that testify to the millennial character of the man-animal relationship. An intriguing journey through time.

Cultural Festival: the sociological phenomenon of pets that changes society

A debate hosted by Professor Guido Guerzoni to discuss the social, ethical and also urbanistic changes resulting from the humanisation of pets that has exploded over the last few years. A look at the past and the present to understand how the culture of human-domestic animal cohabitation will evolve in the near future.

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BEAUTY CHAMPIONS: FROM THE CITY TO THE SOCIAL NETWORKS

4-legged vanity

Space for the vanity and wellness of our dogs: the master groomers of ACAD/Confcommercio Milano will show off their skills in Pet Street and will teach dog owners who want to make their 4-legged friends feel at their best how to manage the daily grooming.

Breed top models (and others!)

In the most beautiful and photographed places in Milan, workstations will be set up where specialist photographers will capture the owners and their pets. The digital postcards that will be given to the participants can be voted on social media in a dedicated contest. In the smartphone era, pets are the most photographed subjects and represent 20% of the total, ahead of holidays (15%), selfies (11%) and restaurant dishes (6%) (Source: BankBox Survey, USA 2016).

Four-legged fashion show: the irresistible beauty of fashion

The city of fashion and design has long since discovered Pet Fashion. For this reason, Milano Pet Week will bring to the city a real red carpet and a catwalk for the latest fashions for our pets. At the end of the show the garments will be available to the public to parade with their friend and make him/her feel like a star. The event will be held on the opening night.

ALL ABOUT HEALTH: MEETINGS WITH VETERINARIANS AND EXPERTS

All aboard! The Veteri-Tram is arriving

Take the tram with your pet to find out how to keep it healthy: a historical ATM vehicle will become the Veteri-tram for the whole week and will travel around the city streets with scheduled stops where citizens can test new products, carry out free screening for their pets, and talk with experts. The ride and the consultation are free.

Aperitif with the "Prof"

The aperitif in Milan has always been an opportunity for socialising and sharing experiences. On this occasion, in the bars participating in the initiative, the aperitif hour will become a unique time to meet professional educators, behaviourists and veterinarians, to learn how to improve the lifestyle of our pet.

Walking around the Pets City points

In the dog areas of the main parks of the city, information kiosks will be set up to provide assistance and training sessions for the owners in the places where they usually bring their four-legged friend. For a healthy and interesting stroll.

A day in court: free consultations with the lawyers of our animal friends

Animals that live with us can, in spite of themselves, become involved in legal matters: quarrels between spouses in the process of separation, condominium disputes, road traffic disputes and other problems require legal experts who know how to manage these kinds of situations to protect them as best as possible. During the pet week it will be possible to book a free consultation with professionals specialised in these subjects.

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Special Thanks to...

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