

THE WALL STREET JOURNAL.

GREATER NEW YORK

The Hamptons
Go to the Dogs
MARSHALL HEYMAN A19

Beyond Tourism
A Push for Business on Governors Island **A16**



August 20, 2014

NY HEARD & SCENE

Dog Day Afternoons in the Hamptons

Marshall Heyman at Summer Fundraisers for Pet-Rescue Organizations



Ellen and Chuck Scarborough, who hosted the Gimme Shelter event *SUZY SINNENBERG*



Michelle Neufeld Montak and Marisa Perkins at the Gimme Shelter event. KRISTIN GRAY

Occasionally, during low-key afternoons at the beach in the Hamptons, the dogs outnumber the humans. On the East End, as their owners race around in their Mercedes wagons paying for overpriced breakfast wraps and adhering to social obligations, pets get the freedom of wide-open spaces: the ocean, backyards and McMansions.

So it shouldn't come as a surprise that many of the area's pet-rescue fundraisers take place on the East End in the two main summer months.

"We live in an amazing community of people who love animals," said Michelle Neufeld Montak of Bridgehampton, who founded Gimme Shelter Animal Rescue in 2011.

"We all have to capitalize on the fact that there are a lot of people out there in those months," added Lisa McCarthy, president of the board of directors for the Animal Rescue Fund of the Hamptons.

In the last few weeks, Georgina Bloomberg was honored at the fifth annual Unconditional Love Gala, which benefited the Southampton Animal Shelter Foundation and was chaired by Jean Shafiroff. Amanda Hearst hosted a young people's party at Finale in East Hampton for Friends of Finn, a committee of next-generation supporters of the Humane Society, complete with a vegan menu.

Chuck and Ellen Scarborough threw the third annual summer benefit for Gimme Shelter at their Southampton home. This past Saturday marked the Bow Wow Meow Ball supporting the Animal Rescue Fund, or ARF.

And to cap it off, this coming weekend, Ms. Hearst, Ms. Bloomberg, Ms. Shafiroff and Prince Lorenzo Borghese will all be honored at the Pet Hero Awards, to benefit the Pet Philanthropy Circle at the Water Mill home of Jewel and Robert Morris.

It's enough to make you want to roll over and play dead, right? Here is a look at three of the recent barktastic affairs.

Gimme Shelter Animal Rescue's Third Annual Summer Benefit

Doghouse: The Southampton home of Chuck and Ellen Scarborough.

Top dogs attending: The Scarboroughs, Ms. Stern, Chris and Christina Cuomo, rock 'n' roll photographer Steve Joester, and Dylan Lauren.

For the piggy bank: Around \$100,000.

Pets present: Besides three rescue dogs up for adoption, 10 or so previous adopters brought their pets. "The point was to keep it more laid-back," said Ms. Neufeld Montak.

Cute pet touches: Loudon Wainwright sang a song about his family's dog. Meanwhile, Leo, a therapy dog, was available for kisses and hugs in a "Smooch the Pooch" kissing booth built by Ms. Neufeld Montak's husband. The stand brought in at least \$350 for the organization. Leo's "got this very scrunchy, kissable face," she said.