



**Paws for the Cause Returns With Larger Paw Print**  
*Toronto's fashion-forward canine charity announces 2011 calendar, including annual Dog Fashion Show and Paws Parklife*

**TORONTO, June 9, 2011** – Paws for the Cause (PAWS) is returning for its second year of innovative dog care and fashion-inspired events. The charitable initiatives contribute to a year-round goal of raising money to advance veterinary health care for our canine companions. 100% of proceeds from PAWS events support the Ontario Veterinary College Pet Trust Fund (OVC) and the newly appointed PAWS scholarship, which will be presented to a veterinary student at the University of Guelph who has excelled in the area of canine critical care.

**Event Schedule**

The 2011 PAWS season kicks off with its debut summer event - Paws Parklife - on Saturday, July 16 at Trinity Bellwoods, Toronto's beloved Queen West park. The event is free to the public, with a donation accepted for dog grooming by local professionals. Our flagship event is the PAWS gala on October 27, 2011 at Airship 37 in Toronto. The fashion-forward fundraiser puts dogs front and centre on the catwalk. Tickets will be available online at [www.pawsforthecause.ca](http://www.pawsforthecause.ca) as of July 16.

In 2010, the inaugural PAWS gala raised over \$30,000 with a star-studded fashion show featuring Toronto talent and lovable canines outfitted in designer duds. Highlights included one-of-kind creations by Canadian designers Ashley Rowe, Beckerman, Jules Power, Philip Sparks, Roots, Shared and Tavan Mitto.

"In our sophomore year we've refined our message: Paws for the Cause means "dog-lovers helping dogs." With the addition of our Paws Parklife summer event, there is more opportunity for people and sponsors to get involved and help us raise money for canine medical research and the veterinarians who perform life-saving surgeries. For our fashion show gala, we're tweaking our message to "dogs helping dogs" – our adorable furry friends "work" the runway to help their fellow friends in need." said founder Laura Serra.

**Paws Lemonade Stand**

That's not all! In addition to the summer day in the park and our fall gala, starting Friday, June, 25 the PAWS ambassadors at John Steinberg and Associates will be running a lemonade stand out of the iconic King Street West hair salon, with all proceeds going to PAWS. The Paws Lemonade Stand will be open Fridays and Saturdays throughout the summer.

**Sponsorship Opportunities**

PAWS is searching for fun and dog-loving sponsorship partners. In its first year, the event gained recognition in top-tier media outlets across the country, including a feature on Entertainment Tonight Canada and exposure in national print dailies like The Globe and Mail and National Post. For sponsorship information, please contact [laura@pawsforthecause.ca](mailto:laura@pawsforthecause.ca).

To donate to PAWS, please contact [info@pawsforthecause.ca](mailto:info@pawsforthecause.ca).

### **Get Connected**

The PAWS team tweets (to our network of 15,000+ followers), Facebooks (to our network of 20,000+ friends), blogs and raises awareness about pet-friendly initiatives year-round. In 2011, Paws is proud to introduce our official spokesperson Floyd, who can be found dishing tasty tweets @BestInShowFloyd. PAWS will also produce a pet-focused special section printed in The Globe and Mail on October 26, 2011, with a percentage of ad sales/proceeds going to our benefactor. For more information or to advertise in this feature, email [laura@pawsforthecause.ca](mailto:laura@pawsforthecause.ca).

**Facebook:** facebook.com/pawsforthecause

**Twitter:** @pawsforthecause (twitter.com/pawsforthecause)

**Twitter Spokespup:** @BestInShowFloyd

**Website:** [www.pawsforthecause.ca](http://www.pawsforthecause.ca) (Stay tuned for a site re-launch in July!)

### **About the Ontario Veterinary College Pet Trust Fund**

OVC Pet Trust honours the relationship between pets, their people and veterinary care givers. We do this by raising funds and supporting learning, healthcare, and research at the Ontario Veterinary College.

### **About the *Paws for the Cause* scholarship**

The \$5,000 Paws for the Cause “Chloe” Award will be presented at convocation 2012 to a veterinary student at the University of Guelph who has excelled in the area of canine critical care.

### **About *Paws for the Cause***

*Paws for the Cause* is a Toronto-based, non-profit organization that raises money for the Ontario Veterinary College Pet Trust Fund and the Paws for the Cause scholarship. The Paws for the Cause committee is spearheaded by founder Laura Serra (The Globe and Mail) and co-chair Paul Smith (Harry Rosen), and includes notable members of Toronto’s fashion, design and marketing communities. In a bark, they’re about dogs - and dog-lovers - helping dogs.

***Adopt – Volunteer – Donate! Charitable Business Number 88969 1044 RR002***

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