



MEDIA ALERT - Attention Dog Lovers

PAWS FOR THE CAUSE HOSTS "PARKLIFE" A DAY IN THE PARK FOR DOGS AND THEIR PEOPLE SATURDAY, JULY 16, 2011

WHAT:

Paws for the Cause will host "**Paws Parklife**"—a day at Trinity Bellwoods Park for dogs and their owners. The event is free, but there will also be a dog wash where local professional groomers will be accepting donations for pampering pups. All proceeds go to Paws for the Cause—a series of innovative dog care and fashion-inspired events, which raise money to advance veterinary health care for our canine companions.

ET Canada's Rick Campanelli (Co-Host) and Angie Smith (Fashion Producer) will be joining the Paws team at "**Paws Parklife**" to pamper our furry friends.

WHEN:

Saturday, July 16, 2011 from 11:30 am to 5:30 pm

WHERE:

Trinity Bellwoods Park (near the rinks)
1053 Dundas Street W.

COST:

Free

DETAILS:

Free to attend.

Dog Wash: Suggested donation \$10.

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 RR0002

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