

# Paws for the Cause Returns to the Runway, Unleashes Philip Sparks



## ***The annual PAWS Gala Fashion Show will feature canines on the catwalk, accompanied by the work of designer Philip Sparks***

**TORONTO, September 2, 2011** – After a busy summer of fund-raising in dog parks and Canada’s most exquisite lemonade stand, Paws for the Cause (PAWS) is returning to its fashion roots. The second annual PAWS gala returns on October 27, 2011 at Airship 37 in Toronto, once again putting dogs front and centre on the catwalk, and this year featuring the work of designer Philip Sparks. Tickets are available now at [pawsforthecause.ca](http://pawsforthecause.ca).

### **Dogs helping dogs: Ontario Veterinary College Pet Trust Fund (OVC)**

PAWS is dedicated 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 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.



Laura Serra, PAWS founder: “I’m thrilled to present Paws: the sophomore edition, and beyond proud of the team’s success in securing our legacy with the Paws for the Cause scholarship we’ve set up at the Ontario Veterinary College for a veterinary student.”

### **PAWS Gala**

In 2010, the inaugural PAWS gala [raised over \\$25,000](#) with a star-studded fashion show featuring Toronto talent and lovable canines outfitted in designer duds. This year, the party steps up a notch. In addition to [Philip Sparks](#), the dogs will be outfitted by [Babies & Beasts](#), and feature Dave Monks, lead singer and bassist of Tokyo Police Club, as the guest DJ.

“After two successful events already under our belt this year, in PawsParklife and PawsLemonade, we’ve saved the best for last,” says Serra. “Our signature dog fashion show and cocktail party is bigger and better with designer Philip Sparks, a seated runway presentation, new sponsors (which includes champagne!) celebrity deejays, and must-have raffle prizes.”

This year, PAWS also extends its print into motion pictures. [An Insignificant Harvey](#), scheduled for release in November, will donate proceeds from ticket and DVD sales to Paws for the Cause. And its stars will be making their imprint at the PAWS gala, as Jeff Kopas (writer/director) and Inca (the huskey who stars in the film) will be featured in the fashion show.

### **Does your dog know glam?**

We’re looking for more adorable dogs to join our fashion show on October 27th. Do you think you and your pup have what it takes to walk our runway? Submit via [pawsforthecause.ca/casting-call/](http://pawsforthecause.ca/casting-call/).

### **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. [pawsforthecause.ca](http://pawsforthecause.ca)

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

### **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 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. [www.ovc.uoguelph.ca/pettrust](http://www.ovc.uoguelph.ca/pettrust)

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## About Philip Sparks

Philip Sparks Tailored Goods Inc. was founded in 2007. Our brand has a nostalgic feeling, referencing vintage details and classic tailoring, but a contemporary sensibility that connects with men and women looking for quality, fit and functional clothing they look sharp in every day. All clothing and accessories are proudly made in Canada by specialized manufacturers, leather workers and knitters. We also produce a collection of men's Philip Sparks Tailored Goods Inc. footwear that is sold exclusively through our Toronto shop and online at [www.PhilipSparks.com/shop](http://www.PhilipSparks.com/shop).

## About Babies & Beasts

Babies & Beasts was created out of a desire to create great products for the two things people just can't resist spoiling; their dogs and babies. Initially launching the business with just the dog line, I am very passionate about creating durable, waterproof, warm, yet stylish, coats for oddly shaped dogs. The most important thing to me is that the products fit each dog properly. Starting with sizing for a small group of breeds I will expand to many others as quickly as possible. The baby line will launch Spring/Summer 2012. Made in Canada, using Canadian Suppliers, the line has blossomed. Babies & Beasts mission is to create high-quality products that meet the needs of pet owners and parents. The comfort of your pet is my primary concern. My goal is to create products that protect our pets from the elements, keeping them warm, dry, comfortable and looking good! [BabiesandBeasts.com](http://BabiesandBeasts.com)

## About An Insignificant Harvey

*An Insignificant Harvey* is a Canadian feature film by Vitality Media Productions and Asher Films. It will be released in theatres across Canada in November 2011 in partnership with Telefilm Canada and KinoSmith Distribution. The Movie Network and Movie Central have partnered with Vitality Media Productions and Asher Films and will broadcast the film in the winter of 2012 following the theatrical release. Writer/Director, Jeff Kopas, combines two great cinematic traditions in *An Insignificant Harvey*: the coming of age and the love story. *An Insignificant Harvey* is a story about (quite literally) feeling small and inadequate within the World we live. It is a theme everyone can relate to. [aninsignificantharvey.com](http://aninsignificantharvey.com)

## About Airship37

Airship37 a premiere Toronto event space has now opened its doors for product launches and special events of all kinds! Discreetly nestled in the historic Distillery District, Airship37 is a recently renovated industrial warehouse turned event space. Airship37 offers two distinct spaces: the Gooderham Lounge which is a speak easy themed atmosphere and the Main Room which is a blank canvas that is ideal to host any product launch or host any event that your agency may look after to exceed your client expectations. [Airship37.com](http://Airship37.com)

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## For Further Information

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