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SCANDAL POSTPONES “BUBBLES AND BONES” EVENT LAUNCH OF SHERMAN’S ANTICIPATED DEBUT BOOK “GET FIXED. RELATIONSHIPS ACCORDING TO SHERMAN”

The Launch Party is Rescheduled to Wednesday, August 3, from 6:30 p.m. to 8:30 p.m. at TRUST

PHILADELPHIA, Pa., July 13, 2011 – Just after the recent inappropriate use of social media that lead to the ousting of both New York Congressmen U.S. Rep. Anthony Weiner and U.S. Rep. Christopher Lee, Sherman’s notorious tweet of his nude victory dance at the top of the stairs at the Philadelphia Museum of Art has lead to an emergency reprint of his new book “GET FIXED. Relationships According to Sherman” and a two-week postponement of his society launch party, the “Bubbles and Bones Hump Day Coming Out Party.” Originally scheduled for Wednesday, July 20, the new date has been postponed to Wednesday, August 3. The release of the book is still scheduled for release on Wednesday, July 20, despite the reprint.

“Apparently, it cost a small fortune to add a “censored” banner across my manhood in the reprint,” says Sherman. “The spread, #2 of 25 in my book, is about ‘standing on your own two feet’, and I was doing just that. Only, in the nude. And the photo was so great that I tweeted it to a few of my ladies around town. The last thing I expected was a small uproar about its impropriety. In my perspective, I was proudly showcasing my independence and comfort in being naked, lesson #16 of 25, also in my book.”

After years of street-level people watching, Sherman, an English bulldog rescue and native Philadelphian, offers a glimpse into a dog’s no-nonsense perspective on living life, loving oneself, and interacting more effectively in his new book, “GET FIXED. Relationships According to Sherman”. Through 25 simple, easy-to-digest observations of human behavior, the 84-page soft-cover book unveils uncomplicated treats and tricks to finding happiness and maybe even that special someone.

Presented like a light-hearted variety show rather than a typical self-help book, “GET FIXED” mixes the use of black and white photography, illustrations, and a direct communicative style of “dog-speak” that provides an insightful perspective on how to “fix” relationship woes. The book’s photography was shot throughout Philadelphia, Sherman’s hometown, including landmarks and some of Sherman’s favorite spots such as Rittenhouse Square, the steps of the Philadelphia Museum of Art, Hotel Palomar Philadelphia, and the Rocky statue.

In addition to providing his perspective on improving human interactions, 10 percent of net proceeds from “GET FIXED” book sales and products will be donated to local shelters and animal rescue groups of Sherman’s choice to help improve the livelihood of fellow rescue dogs and cats. On July 6, Sherman announced his first partnership with the Philadelphia Animal Welfare Society (PAWS). In addition to receiving 10 percent net proceeds to benefit PAWS’ lifesaving initiatives, including adoption and foster care programs, spay and neuter surgeries, and low-cost vaccinations, 100 percent of the monies collected from the first 100 books sold will be donated directly to PAWS.

“At PAWS, we work hard to create and find healthy and happy environments for our animals. We see that Sherman’s book supports our cause in two distinct ways: via financial contribution it helps to support our on-going programs; via Sherman’s wisdom, it inspires people to have happier lives themselves. Inasmuch, Sherman is helping people create better homes that may, one day, be the home for one of our PAWS animals,” says Dana Spain, founder and president of PAWS. “We are thrilled to be a part of Sherman’s movement.”

“GET FIXED” is now available for pre-sale orders online at www.AccordingToSherman.com. The first 100 book orders will also receive a pair of VIP invitations to Sherman’s “Bubbles and Bones Hump Day Coming Out Party”. The event will now take place on Wednesday, August 3, from 6:30 p.m. to 8:30 p.m., at TRUST, located at 249 Arch Street, at the corner of Arch and 3rd Street. The event is open to members of the press and invitation holders. Please RSVP at www.AccordingtoSherman.com/rsvp.

For additional updates on Sherman and his debut book, please visit www.AccordingToSherman.com.

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