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PHILADELPHIA'S NEWEST SENSATION, SHERMAN, SET TO RELEASE HIS DEBUT BOOK "GET FIXED. RELATIONSHIPS ACCORDING TO SHERMAN" ON JULY 20, 2011

Introducing Sherman, an English Bulldog Rescue, and the Unveiling of His Uncomplicated Approach on How to Live Life and Interact More Effectively.

PHILADELPHIA, Pa., June 29, 2011 – After years of street-level people watching, Sherman, an English bulldog rescue and native Philadelphian, is proud to announce the release of his first book "GET FIXED. Relationships According to Sherman" ("GET FIXED"). In this debut book, Sherman offers a glimpse into a dog's no-nonsense perspective on living life, loving oneself, and interacting more effectively. Through 25 simple, easy-to-digest observations on human behavior, the 84-page book unveils uncomplicated treats and tricks to finding happiness and maybe even that special someone.

Presented like a 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 landmark destinations and some of Sherman's favorite spots such as Rittenhouse Park, the steps of the Philadelphia Museum of Art, Hotel Palomar Philadelphia, and the Rocky statue.

In his book introduction, Sherman notes that people have mastered the art of social complexity while a dog's often brief life span compels them to interact with each other in a more direct and open manner.

"For us dogs, clumsy interactions are not an option. People have a tendency to over-complicate their lives," says Sherman, through his media representative. "Life is short, so keep it simple: just figure it out."

In addition to providing advice on how to improve human interactions, 10% of all 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. The first benefactor and partner will be announced via press release and online at www.AccordingToSherman.com/dobetter on Wednesday, July 6, 2011.

Book pre-sales will also begin on Wednesday, July 6, 2011 online at www.AccordingToSherman.com. The official book launch will take place on Wednesday, August 3, 2011, from 6:30 p.m. to 8:30 p.m., for members of the press and invitation holders. Members of the press should contact Julie Gallagher at MBOX Communications via phone at (202) 536-4903 or via email at j.gallagher@mboxcommunications.com for invitations. Additionally, 100 pairs of VIP invitations will be made available to the first 100 book purchasers.

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

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For additional information about Sherman, the book launch, book sales, or to obtain an advance copy of "GET FIXED. Relationships According to Sherman", please contact Julie Gallagher at MBOX Communications via telephone at (202) 536-4903 or via email at j.gallagher@mboxcommunications.com.