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SHERMAN, THE PHILADELPHIA ENGLISH BULLDOG, ANNOUNCES PARTNERSHIP WITH THE PHILADELPHIA ANIMAL WELFARE SOCIETY (PAWS)

Pre-sale of Sherman's Debut Book, "GET FIXED. Relationships According To Sherman", Begins Today with 100% Proceeds of the First 100 Books to Benefit PAWS

PHILADELPHIA, Pa., July 6, 2011 – Sherman, the Philadelphia native English bulldog rescue, is proud to announce his partnership with the Philadelphia Animal Welfare Society (PAWS). PAWS, founded by Dana Spain, has become the first benefactor of Sherman's debut book, "GET FIXED. Relationships According to Sherman", and will receive ten percent (10%) of all net proceeds towards its lifesaving initiatives that include adoption and foster care programs, spay and neuter surgeries, low-cost vaccinations, and other efforts to protect and save Philadelphia's animals. Additionally, 100% 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 receive a pair of VIP invitations to the "Bubbles and Bones Sherman's Hump Day Coming Out Party", the official book and brand launch event and debut of Sherman. The event will 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, for members of the press and invitation holders. Media should contact Julie Gallagher at MBOX Communications via phone at (202) 536-4903 or via email at j.gallagher@mboxcommunications.com to RSVP.

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

About "GET FIXED. Relationships According to Sherman"

Sherman, an English bulldog rescue and native Philadelphian, releases his debut book "GET FIXED. Relationships According to Sherman" ("GET FIXED") on Wednesday, July 20. 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 soft-cover 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. For additional updates on Sherman and his debut book, please visit www.AccordingToSherman.com.

About Philadelphia Animal Welfare Society (PAWS)

PAWS is a 501(c)3 non-profit organization dedicated to saving Philadelphia's homeless, abandoned, and unwanted animals. PAWS is Philadelphia's largest rescue organization and only no-kill shelter, and is working to make Philadelphia a city in which every healthy and treatable pet is guaranteed a home. Through its adoption locations, special events, and foster care network, PAWS finds loving homes for thousands of animals each year. For additional information on PAWS, please visit www.phillypaws.org.

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