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SHERMAN, PHILADELPHIA'S NEWEST STAR AND ENGLISH BULLDOG, LAUNCHES THE OFFICIAL SEARCH FOR HIS PHILADELPHIA CELEBRITY POSSE

After the launch of his first book, "GET FIXED. Relationships According to Sherman", Sherman Searches for The Smartest, The Funniest, The Sneakiest, The Flirtiest, and The Flashiest Animals to Make Up His First-Ever Posse

PHILADELPHIA, Pa., August 3, 2011 – Sherman, author of the well-received book "GET FIXED. Relationships According to Sherman", is proud to announce the official search for his Philadelphia Celebrity Posse via an online contest at www.AccordingToSherman.com/contest. Entrants will be able to submit a video or a photo together with a short essay that best explains why their household pet should become a member of Sherman's entourage as one of the following characters: The Brain; The Sneak; The Comic; The Flirt; and Flashy. Each winner will receive a starring walk-on role into one of Sherman's animated adventures.

"The goal for me is to honor and celebrate the unique personalities of Philadelphia's animals," says Sherman, through his media rep. "From dogs to cats, fish to hamsters, my celebrity posse is open to all types of breeds and species, but it is limited to the city's best 'Characters'."

Each character will fill a specific role in Sherman's posse. The Brain will be the smartest animal of the pack, able to follow commands and figure out riddles quickly. The Sneak is the sneakiest animal, often in or getting out of mischievous situations. The Comic is the funniest, often performing silly tricks or providing inquisitive faces to get a laugh. The Flirt knows how to enter a room, soak up all the attention, and get Sherman out of trouble. Flashy will be recognized as the animal most often seen in an outrageous outfit or costume, ready for any occasion, holiday, or strategic distraction.

Sherman will select three to five finalists from all qualified entrants in each category and voters will get to pick Sherman's ultimate posse. To learn more about the contest or to enter, please visit www.AccordingToSherman.com/contest.

Limited first editions of "GET FIXED. Relationships According to Sherman", along with Sherman t-shirts and variety packs are available for order exclusively at www.AccordingToSherman.com. Ten percent of net proceeds from all Sherman products will be donated to local animal rescue organizations including the Philadelphia Animal Welfare Society [PAWS].

For additional information on Sherman, please visit www.AccordingToSherman.com, follow him at www.Twitter.com/ShermanLife, or become a fan at www.Facebook.com/AccordingToSherman.

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About “GET FIXED. Relationships According to Sherman”

Sherman, an English bulldog rescue and native Philadelphian, released 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 the 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.philypaws.org.