

Press Release

Chi WOW WOW Awards Its 2008 Charitable Grant From The ELVIS Fund

Hip Streetwear Helps Keep Dogs Off The Streets

ALTADENA, Calif., April 20, 2009 – Chi WOW WOW®, an internationally known company that designs pet apparel and accessories, awarded its 2008 grant from it's donor-advised fund; *The ELVIS Fund*, started in 2006.

Chi WOW WOW chose, [Best Friends Animal Society](#), a no-kill animal sanctuary in Kanab, Utah as the recipient for the 2008 check. *Best Friends* mission fits in very well with The ELVIS Fund mission in that they have outreach programs to help communities get animals off the streets. Their philosophy is, kindness to animals builds a better world for all of us.

Founder and Designer of Chi WOW WOW, Carolyn Paxton, set up *The ELVIS Fund* through the *Pasadena Community Foundation* as a legacy for her adopted rescued male Chihuahua, ELVIS. Ms. Paxton adopted ELVIS from Small Wonders Rescue L.A. in 2003. Shortly thereafter, she started her business making funky tees from vintage clothing, for 8 year old, ELVIS. Today, Chi WOW WOW sells its streetwear in almost every major city around the world.

“I really wanted to find a way to give back to the community,” said Ms. Paxton. “There are so many dedicated people trying to find humane ways to control dog and cat over-population. These organizations survive only on the funding that comes from caring individuals and businesses.”

For more information about the company, visit the following websites:

The ELVIS Fund
<http://www.theelvisfoundation.org>

Chi WOW WOW
<http://www.chiwowwow.com>

Press Contact:
Carolyn Paxton (626) 398-3853 elvis@chiwowwow.com

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