

Press Release

Chi WOW WOW Awards Its 2007 Charitable Grant From The ELVIS Fund

Edgy Streetwear Helps Keep Dogs Off The Streets

ALTADENA, Calif., Nov. 29, 2007 – Chi WOW WOW™ an internationally known company that designs apparel and accessories for dogs, awarded its first grant since the development of *The ELVIS Fund* in 2006.

Chi WOW WOW's local community shelter, *The Pasadena Humane Society & SPCA* was chosen as the recipient for their very first grant. Kym Pietsch, Development Director of the shelter was presented the check.

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 from making funky tees for 8 years old, ELVIS and the business continued to grow.

“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 their communities and local businesses.”

For more information about the company, visit the Chi WOW WOW website at <http://www.chiwowwow.com> or visit *The ELVIS Fund* site at <http://www.theelvisfund.org> .

Press Contact:
Carolyn Paxton

(626) 398-3853

elvis@chiwowwow.com

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