

Press Release

Chi WOW WOW Awards Its 2010 Charitable Grant From The ELVIS Fund

Fashion Designer Finds Solace in Award - Endowment Holds More Meaning Than Ever Before

Los Angeles, Calif., May 3, 2011 – Chi WOW WOW® an internationally known company that designs pet apparel and accessories, awarded its 2010 grant from its donor-advised fund; *The ELVIS Endowment Fund*.

This year, Chi WOW WOW chose the organization, [Noah's Bark Pet Rescue](#) in Manhattan Beach, CA, as its recipient for the grant. Noah's Bark rescues and re-homes approximately 300 pets each year, many having special needs. They find it to be their duty to help educate the public on how to be responsible pet owners and on the importance of spaying and neutering. This philosophy combined with their dedicated efforts makes them a suitable recipient since The ELVIS Funds mission emphasizes the importance of education. The rescue's Director, Shelly Tiedeman-Gomez will receive the award.

"This award has special meaning with the recent passing of ELVIS. I knew this day would come but I feel comfort knowing that his legacy will help bring the same joy that we experienced, to other people and their rescues for years to come" said Ms. Paxton.

Founder and Designer of Chi WOW WOW, Carolyn Paxton, set up *The ELVIS Fund* through the *Pasadena Community Foundation* in 2005 as a legacy for her Chihuahua, ELVIS, rescued in L.A. in 2004. Today the fund pays tribute to the legacy of ELVIS, the inspiration behind Chi WOW WOW Streetwear for Dogs. Chi WOW WOW sells its streetwear in most major cities around the world and donates 10% of its profits into the donor-advised endowment fund.

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

[The ELVIS Fund](#)

[Chi WOW WOW](#)

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