

Press Release

Chi WOW WOW Awards Its 2009 Charitable Grant From The ELVIS Fund

Fashion Designer Helps Fly Chihuahuas to Safe Haven

Los Angeles, Calif., July 8, 2010 – Chi WOW WOW® an internationally known company that designs apparel and accessories for dogs, awarded its 2009 grant from its donor-advised fund; *The ELVIS Fund*, which was started in 2005.

This year, Chi WOW WOW chose the organization, [Project Flying Chihuahuas](#) to receive its grant.

The allure of the breed started back when *Taco Bell* featured a savvy street smart Chihuahua in love with Mexican food. Years after, Hollywood featured the dogs in movies such as *Legally Blonde* and *Beverly Hills Chihuahua* and they became constant companions to the rich and famous and celebrities such as Paris Hilton. Its popularity skyrocketed in California creating a rise in breeding. Top this all off with a recession, and we have dog owners forced to abandon their pets. This is where *Project Flying Chihuahuas* steps in. The project helps remove unwanted dogs from shelters where they are at risk of being euthanized and flies them to other cities where people will adopt them.

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 a rescue in L.A. in 2004. Shortly thereafter, she started her business making funky t-shirts for ELVIS to wear and the business continued to grow. Today, Chi WOW WOW sells its streetwear in most major cities 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 their communities and local businesses.”

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

[The ELVIS Fund](#)

[Chi WOW WOW](#)

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