



Media Release

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Twelve Local Dogs Chosen to Represent Portland

Nearly 200 dogs lined up and patiently waited as they let their owners primp and prod them into sitting pretty for one of Portland's most prominent photographers. Sunday, September 24th, those owners will finally learn if their prized pooch is one of the final 12 selected to represent our fair city in "The Pups of Portland" Project.

When: Sunday, September 24th 4:00pm – 6:00pm

Where: Paragon Restaurant's Gallery Room, 605 NW 13th

What: Adoring dog owners discover if their pooch made the cut at a no-host cocktail party. Then the poster is unveiled. The night is complete when The Pups of Portland team presents DoveLewis with a big check for its Assistance Fund.

Project Details

On July 9th and 16th nearly 200 dogs from all over Portland answered a citywide call to pose at Bruce Forster's studio in the Pearl District for a \$50 fee. Owners were able to purchase prints right away. Additionally, all of the dogs will appear in The Pups of Portland Poster (\$25.00), which will be unveiled at the Paragon event and on sale September 24th at The Pearl Retriever. After the initial group of photos was reduced to 36 finalists, celebrity judges had the difficult task of choosing 12 winning dogs to represent Portland in the Pups of Portland Calendar 2007. The calendar (\$14.95) will be for sale beginning October 15, 2006 at The Pearl Retriever (526 NW 13th, 503-295-6960).

The Pups of Portland project is the brainchild of Andrea Schneider of The Pearl Retriever and local photographer Bruce Forster in partnership with Troy Klebey of Bruce Forster Photography, Marc Tringali of NexRev Creative Services and Paige Tashner of Tashrambler. They developed this collaborative project to celebrate Portland's love of dogs and raise money for the DoveLewis Assistance Fund, to which they are donating 50% of the profits from the photo shoots, poster, and calendar sales.

The DoveLewis Assistance Fund was established to help people pay their pets' medical bills, as long as they qualify. Clients who are denied help from Care Credit, a national financing company, are eligible to apply for financial help through our fund. We use the national poverty threshold as one of the parameters for determining eligibility, and how much money clients can get. The DoveLewis Assistance Fund gets 100% of its money from donors.

The Pups of Portland celebrity judges

Ken Ackerman, Bruce Carey, KC Cowan, Pete Ferryman, Karin Hansen, Carlos Kalmar, Sharon Kitzhaber, Kimberly Maus, Elizabeth Knight, Mary Oberst, Kathi O'Neil, Homer Williams, and Janine Wolff.

For more information visit: www.pupsofportland.com.

Founded in 1973 as a non-profit organization, DoveLewis 24 Hour Emergency and ICU hospital treats nearly 15,000 animals each year and is supported by treatment fees and donations. The hospital is open 24 hours a day, 365 days a year in NW Portland, as well as evenings and weekends at Plaza 205. Celebrating the human-animal bond, DoveLewis is known for its unique community service programs including the Stray Animal and Wildlife Program, Blood Bank, Animal Assisted Therapy and Education, and Pet Loss Support.