

Celebrity COLLARS FOR DOLLARS

Benefits Dogs Deserve Better • Auction June 22-July 2

FOR IMMEDIATE RELEASE

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MATURE CELEBRITIES 'STILL GOT IT' IN CELEBRITY AUCTION BENEFITING AMERICA'S CHAINED AND PENNED DOGS

Betty White signed collar from dog Panda brings in \$650.00,
while Bob Barker signed photo brings in \$541.00, topping total donations of \$4666.00



July 13, 2010, Tipton, PA—Proving that America's mature celebrities can still kick it, a Betty White signed collar from dog Panda and signed photo brought in \$650.00 in the Dogs Deserve Better Celebrity Collars for Dollars Auction which ended in early July.

Bob Barker was next up with a signed photo bringing in over \$540.00. The auction, raising money for Dogs Deserve Better, a nonprofit dedicated to bringing man's best friend into the home and family, garnered the organization over \$4600.00 for its efforts to unchain dogs.

Says Tamira Thayne, Dogs Deserve Better founder and CEO: "We love both Betty White and Bob Barker for all they've

done for animals. To see their items bring in so much money in our auction shows them how valued they are by fans for their efforts on

behalf of animals. They and the other celebrities generous

enough to donate items to our auction have my sincere gratitude and help chained dogs all year long."



The group also received signed dog collars and photos from Dr. Phil, Kim Basinger, Randy Owen, Trisha Yearwood, Terry Bradshaw, Kate Bosworth, Kelly Hu, and Richard Simmons. All were framed in shadow boxes with a photo of the celebrity.

Ashton Kutcher, Jack Nicholson, Glenn Close, John Travolta, Miley Cyrus, Jeff Bridges, Tony Hawk, and Troy Aikman were among the celebrities who donated autographed photos.

Matthew Broderick donated an autographed photo and a signed copy of "The Producers" playbill. Also donating signed item to the auction were Carol Burnett, Chris Cagle, Dan Akroyd, Debra Messing, Sean Hayes, Eric McCormack, Fabio, Faith Ford, Greg Biffle, Jack Hanna, Jenna Elfman, Jimmy



Buffett, Stefanie Powers, and Ted Kerasote.

Dogs Deserve Better is already seeking celebrity-signed dog collars and photos for next year's Celebrity Collars for Dollars Auction. To contribute a celebrity dog's gently-used collar, sign with his/her name and the name of the celebrity, and send with a signed photo or other signed item to Dogs Deserve Better, P.O. Box 23, Tipton, PA 16684.

Dogs Deserve Better paired the celebrity auction with their annual Chain Off Event, which took place from June 26th through July 4th. During this year's event, 88 volunteers in 21 states plus Guam and British Columbia lived chained to doghouses for 8-24 hours to call attention to those who are still not free—dogs who spend their entire lives at the end of a chain, ostracised from what they long for most: family, love, and attention—a "pack" in which to belong.

Dogs Deserve Better is a 501c3 nonprofit organization headquartered in Tipton, Pennsylvania, is the 2003 First Place Winner of the ASPCA Pet Protector Award, and currently has over 150 area reps in 38 states as well as in Canada, the UK, Bahamas, and Canada.