



For Immediate Release

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P R E S S R E L E A S E

Precious Paws to Host Exclusive Celebrity Auction

Los Angeles, CA - October 23, 2009 - Precious Paws, the non-profit animal rescue organization based in Los Angeles, is launching the biggest fundraiser in the group's history. On Thursday, November 5th at 7:00 pm PST, Precious Paws will debut its Celebrity Experience and Entertainment Memorabilia Auction to an international audience exclusively on eBay. This 10-day auction, which is co-sponsored by Auction Cause, the nation's leading online auction company, will conclude at 7:00 pm PST on Sunday, November 15th. Throughout this highly-anticipated event, guests will have the opportunity to win a lunch for two with prominent celebrities, including Mark Hamill, Eric Roberts, Stephen Collins, Anthony Michael Hall, Nicole De Boer, Susan Olsen, Robbie Rist, Alana Curry, McKenzie Westmore, and Adrienne Curry & Chris Knight.

Precious Paws is a 501(c) 3 nonprofit dog and cat rescue organization that was founded in 2003 by Georgyne La Lone. "We are passionate about our mission to rescue unwanted companion dogs and cats from the streets and shelters," says Ms. La Lone. "We spend a great many of our resources providing food and

medical care to these loveable animals. It is our hope that through this auction, we will be able to continue providing the best to these rescues that do so much to enrich our lives.”

Bidders will also have the chance to bid on a visit to the set of iCarly, a tour of the “Hungry Girl” office which includes a meet and greet with Lisa Lillien, “Hungry Girl” author and her staff and an autographed “Hungry Girl” book. Bidders will also have the opportunity to purchase some of the most coveted celebrity memorabilia, including an autographed electric guitar by Bon Jovi’s Richie Sambora; an autographed acoustic guitar by The Eagles; an autographed Collector’s Beer Can by Def Leppard’s Joe Elliott; a variety of autographed pictures from Star Trek celebrities, including Patrick Stewart, Scott Bakula, Kate Mulgrew and Avery Brooks; Paris Hilton and Jimmy Buffett memorabilia; and autographed posters from notable musical luminaries BB King, John Denver and Billy Idol.

Auction Cause is a Los Angeles-based cause marketing agency that specializes in high profile eBay auctions. During the last four years, the organization has helped raise more than \$8 million for 150 nonprofits. “Precious Paws hired us to raise the much-needed funds for their mission,” says Eric Gazin, the President of Auction Cause. “We are one of the leaders in Cause Marketing campaigns, branding, and fundraising utilizing the eBay platform, and we take this distinction seriously. We care a great deal about our clients and our goal is to bring about the best results.”

For more information on the Celebrity Experience and Entertainment Memorabilia Auction, contact Georgyne Lalone at (818) 773-3336 or www.preciouspaws.org.

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