



Three Paws for the Cause

Canine Cancer Awareness Campaign in Memory of Gibson the World's Tallest Dog

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Press Release

FOR IMMEDIATE RELEASE

World's Tallest Dog Remembered at K9K Walk to Cure Canine Cancer

Three Paws for the Cause Partners with Morris Animal Foundation

September 15, 2009, Denver, Colo. - Gibson, who held the title of World's Tallest Dog in the Guinness Book of World Records until his recent death from canine cancer, will be memorialized at the K9K Walk at Stanley Park in Estes Park, Colo., on Saturday, September 19 from 8:00 a.m. to 2:00 p.m. The volunteer-organized event raises money for Denver-based Morris Animal Foundation's Canine Cancer Campaign, which funds research to prevent, treat and cure canine cancer. Canine cancer is a disease that takes the lives of one in four dogs, and affects half of all dogs.

A life-size replica of Gibson, who stood 7' 1" tall when standing stretched out on his hind legs, will be unveiled at the event. K9K participants will have the opportunity to pose for photos with the replica in his famous "up" position, a trick that Gibson performed with celebrities such as Oprah Winfrey, Paris Hilton, Jay Leno, and others. Limited-edition trading cards with Gibson's image and canine cancer information will also be available at the event.

Gibson's owner Sandy Hall founded Three Paws for the Cause, an initiative to raise awareness of canine cancer, after Gibson's very public battle with osteosarcoma earlier this year. Gibson's nephew Brewster, dubbed the World's Tallest Puppy, will accompany Hall on a bus tour across the U.S. to raise awareness of canine cancer and support Morris Animal Foundation's Canine Cancer Campaign, www.curecaninecancer.org.

"We have received tremendous support for this campaign and an overwhelming amount of letters, emails, and phone calls from pet lovers all over the world who have suffered along with their pets from this disease," said Hall. "We are proud that so many people were touched by Gibson's legacy, and are passionate in our efforts to honor Gibson and raise awareness of this heartbreaking disease."

Morris Animal Foundation has partnered with Three Paws for the Cause to enhance its outreach efforts. "We are so excited about this partnership and see tremendous potential for Gibson's story to bring canine cancer awareness to the international stage," said Patricia N. Olson, DVM, PhD, president/CEO of Morris Animal Foundation.

Representatives from Three Paws for the Cause and Morris Animal Foundation will be available for questions throughout the event. More information about Three Paws for the Cause, including sponsorship packages, can be found at remembergibson.com. To learn more about the Estes Park K9K, visit www.caninek.org/EstesPark or call 303.790.2345.