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Cc:

Subject: Support A Great Cause: Purchase CESAR® Food For Dogs

Attachments: none



Cesar
BRAND

Celebrity Style

For a Great Cause

Dear CESAR® Customer,

CESAR® Food for Small Dogs is partnering with PuchiBag™ to support an amazing cause! Here are two great ways to get involved:

- Purchase a specially-marked tray of CESAR® Porterhouse Steak Flavor, and we'll donate 10 cents* of each purchase to the foundation.
- Bid on the custom-created PuchiBags that have been autographed by your favorite celebrities** (like Fran Drescher, Serena Williams and others). Check back weekly for new stars! For more details...

Visit Cesar.com 



"Breast cancer will touch thousands of lives this year—help support the cure by being a part of this special auction."

- Marcia Gay Harden

www.Cesar.com
Consumer Affairs
Masterfoods USA
3250 E. 44th Street
Vernon, CA 90058

PuchiBag



The Susan G. Komen
Breast Cancer Foundation

* Minimum donation of \$100,000 and maximum donation of \$175,000. Program ends 12/31/05. ** Auction dates 10/1/05 – 10/31/05. All proceeds from the auction will be donated to The Susan G. Komen Breast Cancer Foundation. Program ends 12/31/05. ©/TM Trademarks © Mars, Incorporated 2005. ©2003 puchibag.com is a registered trademark. All rights reserved. © 2005 The Susan G. Komen Breast Cancer Foundation. Copyright © 1995-2005 eBay Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this Web site constitutes acceptance of the eBay User Agreement and Privacy Policy.

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Cesar
BRAND

Celebrity Style

For a Great Cause

CESAR® Food for Small Dogs is partnering with PuchiBag™ to support an amazing cause! Starting in the month of October, 10 cents* from the sale of each specially-marked Porterhouse Steak Flavor CESAR® tray will be donated to the [Susan G. Komen Breast Cancer Foundation](#).



To kick off this great effort, PuchiBag custom-created over 40 bags and had them autographed by your favorite celebrities (like Fran Drescher, Serena Williams and others) to bring more awareness to the cause**. The auction runs October 1-31, 2005. Check back weekly for new stars!

"Breast cancer will touch thousands of lives this year— help support the cure by being a part of this special auction."

- Marcia Gay Harden

Approximate Retail Value: \$365
Bidding begins at ONLY \$99!

Go to eBay



CESAR® 
On The Scene

CESAR® doesn't just make Sophisticated Food for Sophisticated Dogs, we care about the people who love dogs, too! For other news and offers from CESAR®...

Register Today



PuchiBag



The Susan G. Komen
Breast Cancer Foundation

* Minimum donation of \$100,000 and maximum donation of \$175,000. Program ends 12/31/05. ** Auction dates 10/1/05 – 10/31/05. All proceeds from the auction will be donated to The Susan G. Komen Breast Cancer Foundation. Program ends 12/31/05. @TM Trademarks © Mars, Incorporated 2005. ©2003 puchibag.com is a registered trademark. All rights reserved. © 2005 The Susan G. Komen Breast Cancer Foundation. Copyright © 1995-2005 eBay Inc. All Rights Reserved. Designated trademarks and brands are the property of their respective owners. Use of this Web site constitutes acceptance of the eBay User Agreement and Privacy Policy.



CESAR® on the Scene

Sundance

CESAR® is an ongoing sponsor of the annual Sundance Film Festival, held in Park City, Utah each January. The festival is considered the premier U.S. showcase for American and international independent film. This year's sponsorship included a cocktail party and sweepstakes giveaway for a 5 day/4 night trip for 2 people and their dog to Park City to attend the 2006 Sundance Film Festival.



Photo at right :
Two models pose with the
CESAR® Westies at the
Sundance Film Festival, 2005.



Paws For Style

CESAR® was a proud sponsor of Animal Fair's 6th Annual "Paws for Style" pet fashion show and gala charity auction at the Loews Beverly Hills Hotel this year. Animal Fair is the first lifestyle magazine for animal lovers in support of fairness to animals and all proceeds of the event benefited the Humane Society of New York. Among the celebrities in attendance were Hugh Hefner, Paula Abdul, Gucci, Nichole Miller and Diane von Furstenberg.

[Check out the scene](#)

Photo at left :
The "Gastineau Girls" Lisa & Britney
wearing Carlos Miele – her dog Harry
is wearing Hugo Uys.

Yappy Hour

Animal Fair's Yappy Hour event, benefiting local non-profit Animal Rescue Groups across the country, kicked off its 15-city tour in Boston recently and was a huge success! The event raised over \$8,000 dollars for the Animal Rescue League of Boston and we are happy to say all the dogs were adopted! CESAR® was on hand as a proud sponsor. [Click here](#) for dates and details in upcoming cities.



Yappy Hour
...benefits local non-profit animal
rescue groups across the country.
Attend one near you!



Much Love

A fashionable shopping event in the name of charity was held at 5th & Sunset Studios in LA on April 30. A portion of the sales went to Much Love Animal Rescue, a 100% non-profit, non-kill organization dedicated to finding loving homes for abused and neglected domestic animals. CESAR® was a proud sponsor of the "Shop 'Til You Drool" Trunkshow event.

[Check out the celebrities](#) that were on hand.

Photo at left :
An elaborate gift basket of CESAR®
food and treats for Much Love
Animal Rescue.