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FOR IMMEDIATE RELEASE



HERMITAGE DOG IS TOP TEN FINALIST FOR CADBURY BUNNY TRYOUTS OUT OF MORE THAN 12,000 ENTRIES; FINALISTS GATHERING ONLINE VOTES THROUGH MARCH 22

“REESE”, A BIRO, BELONGS TO DANIELLE PURSEL, OWNER OF SEW DOGGONE CREATIVE, A DOG COSTUME COMPANY

PHOTO BOOTHS WITH “REESE” WILL BE SET UP AROUND THE SHENANGO VALLEY THROUGH MARCH 22

HERMITAGE, PA – When Danielle Pursel began creating costumes for her pets more than a decade ago, little did she realize that a hobby for her own fur babies would turn into a business with her doggy couture featured on celebrity pet fundraisers. Nor did she realize her creativity would get her dog “Reese”, a two-year-old Biro, into the top ten finals for Cadbury Bunny Tryouts.

After submitting a picture of Reese dressed up as an Easter Bunny next to a wheelbarrow of Cadbury eggs, Pursel didn’t hear anything back for awhile and assumed her dog didn’t place. She had entered him the year before and didn’t hear then so assumed the outcome would be the same. Then she got an email from Cadbury saying Reese placed in the top 20. Pursel was then asked to submit a video and Reese was then named a top ten finalist out of thousands of entries.



“I always looked forward to the Cadbury contest because I like to be creative,” said Pursel, 48, of Hermitage, adding that she always looked forward to the creativity of the entrants. “This year we had the idea of taking a picture of Reese beside a mound of Cadbury eggs.” And Pursel’s own creativity with dog costuming may have been part of the reason her Biro placed.

“When people saw my dogs with their costumes, they began asking me to make them for their own pets,” she said, adding that she currently sells them online via special order or Etsy under the name: SewDoggoneCreative. “I get requests as early as July for Halloween and its insane by August.”

And when she found out Reese had placed in the Cadbury contest, she couldn't believe it. "My family and I were just super excited," said Mrs. Pursel. The winning animal will be featured in the Cadbury Easter commercials and Cadbury will donate \$5000 to the American Society for the Prevention of Cruelty (ASPCA) with an additional \$5000 for every 5,000 votes, up to a total of \$20,000. "We plan to use any funds we win to go toward the care of Reese," she said, and considered it an "added bonus" Cadbury was also donating to the ASPCA.

"The give back is important," she said, adding that she donates pet costumes to Celebrity Catwalk in Spartansburg, SC, which raises hundreds of thousands of dollars toward various animal charities and has included such notables as Jamie Foxx, Nicole Richie, Nigel Barker and singer Mya. "I've been doing that for four years as well as supporting local animal charities."

As for Reese, he is a local celebrity in his own right, with people stopping Pursel anytime she is out with him to rave over the rarity dog breed and his distinctive coloring. The Biro breed comes from the Biewer Terrier that carry the chocolate color gene and was designated its own breed in 2005. It is also descended from the Yorkshire Terrier family. "He is very lovable and knows how to tell you what he wants," Pursel said about her 7-pound fur baby.

Pursel will be setting up photo booths throughout the Shenango Valley for photo opportunities and to invite people to vote online for Reese. They'll also be collecting gently used bedding and kitty litter for the Shenango Valley Animal Shelter at their booth setups. The voting is finished at 11:59 PM Tuesday, March 22. Set up locations include:

March 17: 10 - Noon Thursday at Hermitage Agway, 4065 E. State St., Hermitage

March 18: 1-3 PM, Friday at Fette Veterinary Clinic, 2945 Highland Road, Hermitage

March 19: Noon - 4 PM Saturday at Kraynaks, 2525 E. State St., Hermitage, Pa

March 22: 2-4 PM Tuesday at Yuppy Puppy Spa & Boutique, 3002 E. State St., Hermitage

Cadbury will announce the winner March 23.

For more details, follow Reese on Instagram at @reeseppuffcup or @sewdoggonecreative or follow Sew Doggone Creative on Facebook. Voting can be done through March 22 here: <https://bunnytryouts.cadburyusa.com/>