

## **The Orvis Company on Road to Raising a Million Dollars for Canine Cancer**

*Orvis helps raise awareness for deadly disease by hosting cover dog photo contest*

January 15, 2014/Manchester, VT – The Orvis Company continues to lead the charge against canine cancer by raising funds and awareness through their [Orvis Cover Dog Contest](#) for [Morris Animal Foundation](#), a nonprofit organization dedicated to advancing veterinary medicine for animals. The photo contest, which began in 2009, has raised nearly \$1 million for Morris Animal Foundation’s fight against canine cancer.

To help celebrate hitting this major milestone, Orvis has teamed up with dog lover Jonathan Goldsmith, best known for his role as Dos Equis’ “Most Interesting Man in the World.”

“The health of animals, especially dogs, is important to me,” said Goldsmith. “The opportunity to support Orvis and Morris Animal Foundation in their effort to find a cure for cancer is important to me because I would do anything to keep my dog Willy happy and healthy.”

[Click here to watch Goldsmith’s funny cover dog online commercials.](#)

The [Orvis Company will run the Million Dollar Sweepstakes](#) from January 15, 2014, to February 15, 2014. This special event marks the company’s commitment to curing canine cancer and celebrates its five-year partnership with [Morris Animal Foundation](#).

Individuals who enter the current cover dog contest between January 15 and February 15 will be entered into the sweepstakes. Winners will be chosen by the Orvis Company staff, and one winner will be crowned the Million Dollar Dog. The winner will receive one year’s worth of Blue Buffalo dog food and a deluxe TempurPedic dog bed and a \$500 gift card both from the Orvis Company.

“Morris Animal Foundation is grateful for our partnership with the Orvis Company and Jonathan Goldsmith” said Dan Reed, chief development officer with Morris Animal Foundation. “This partnership will allow our Foundation to continue to fund the best science that will find preventives, treatments and hopefully one day a cure for cancer.”

To learn more or to enter today visit the [Orvis Cover Dog Contest](#) website today!

### **About The Orvis Company:**

#### **About Morris Animal Foundation**

Morris Animal Foundation is a nonprofit organization that invests in science that advances veterinary medicine for companion animals, horses and wildlife. It is a global leader in animal health science, and its funding helps more species in more places than that of any other organization in the world. Since its founding in 1948, Morris Animal Foundation has invested more than \$70 million toward 2,000+ studies that have led to significant breakthroughs in diagnostics, treatments, preventions and cures for animals. Learn more at [www.MorrisAnimalFoundation.org](http://www.MorrisAnimalFoundation.org).