



FOR IMMEDIATE RELEASE

Press Contact:
Daryl Kenny
kennyd@orvis.com
802.362.8779

Orvis Wins Gold Halo Award

SUNDERLAND, VT, May 28, 2015 - The [Cause Marketing Forum](#) presented its 2015 Halo Awards today in Chicago, IL. Widely considered cause marketing's highest honor in North America, the Halo Awards recognize overall excellence in cause marketing in eight categories.

The 2015 Gold Halo for Best Environmental or Animal Campaign was awarded to The Orvis Company, Inc. in partnership with the Morris Animal Foundation, for the [Orvis Cover Dog Photo Contest](#) campaign. Since its inception in 2009, the Cover Dog Contest has raised in excess of \$1.1 million dollars to support the Morris Animal Foundation's canine cancer research initiatives.

For the past six years Orvis has invited its customers to submit pictures of the family pooch to be considered for inclusion on the cover of the Orvis "Dog Book" catalog. Customers then can vote on the picture they believe should be on the cover. Every vote costs a dollar and every penny raised goes to Morris Animal Foundation's canine cancer program.

"Morris is doing such amazing work year after year after, decade after decade. This is an effort that needs our support," said Perk Perkins, CEO of the Orvis Company in a video posted on the company's web site at [Orvis.com](#).

The impact of the contest is substantial. Eleven major colleges of veterinary medicine are conducting canine cancer studies funded by Morris Animal Foundation. Through Orvis' support, the Foundation was able to develop:

- A multi-college program designed to train scientists
- A more reliable test for predicting the spread of cancer
- A potential new treatment option for tumors that would improve the quality and length of life of companion animals
- Technology that will improve management of brain tumor cases and replace invasive tissue sampling in the brain and elsewhere in the body

"The support of the Orvis Company and Orvis customers has been a big boost to our efforts. Not only has the contest raised vital funds, but we have also gained thousands of new supporters," said Roxanne Davis, Director of Organizational Giving at Morris Animal Foundation. "Thank you to Orvis and to Orvis customers for showing your love of dogs in such a meaningful and impactful way."

On behalf of Orvis, the Golden Halo Award was accepted today by Bill Eyre, Director of Branding and Corporate Marketing, at Cause Marketing Forum's annual conference in Chicago.

“This campaign has been extremely popular with our customers and company associates alike,” said Mr. Eyre. “With over 100,000 contest entries, plus countless more voters and donors helping raise over a million dollars for canine cancer research, it’s truly gratifying that our business has been a conduit for our customers to make such a meaningful difference in the lives of dogs everywhere.”

Now in their thirteenth year, the Cause Marketing Halo Awards are North America's highest honor in the field of cause marketing. They are awarded by the [Cause Marketing Forum](#), a Rye, NY-based company that provides business and nonprofit executives with the practical information and connections they need to succeed. Descriptions of all the Cause Marketing Halo Award winners can be found online at www.CauseMarketingForum.com/halo2015.

About The Orvis Company:

Founded in 1856, Orvis pioneered the mail order industry in the United States, operates more than 80 retail stores in the U.S and the U.K., including its Flagship store in Manchester, VT; and maintains a network of over 400 dealers worldwide. The oldest continuously operating catalog company in the country, Orvis is the premier outfitter of outdoor adventures. A leading corporate steward for the environment, Orvis contributes 5% of its pre-tax profits to protect nature, support communities and advance canine health and well-being. Learn more at www.orvis.com.

About Morris Animal Foundation:

Morris Animal Foundation is a nonprofit organization that invests in science to advance animal health. The Foundation is a global leader in funding scientific studies for companion animals, horses and wildlife. Since its founding in 1948, Morris Animal Foundation has invested more than \$92 million toward 2,300 studies that have led to significant breakthroughs in diagnostics, treatments, preventions and cures for animals worldwide. Learn more at www.morrisanimalfoundation.org.

###