



**Peter Emily International
Veterinary Dental Foundation**
"Providing for the dental needs of disadvantaged animals worldwide."

Contact: Susanne Pilla
Tel.: 303-355-7688
Email: pilla.s@peteremilyfoundation.org

FOR IMMEDIATE RELEASE

AN EVENING WITH DR. PETER EMILY

First Fundraising Event to Be Held At the Western Veterinary Conference in Las Vegas, NV

Lakewood, CO, July 12, 2007 – The Peter Emily International Veterinary Dental Foundation (PEIVDF) will hold its first fundraising effort since beginning operations in early 2005. "*An Evening with Dr. Peter Emily*" will be hosted at the prestigious Western Veterinary Conference (WVC) on Tuesday, February 19, 2008 from 7:00 p.m. until 9:00 p.m. The evening will consist of a silent auction, food and drink, a live auction, a presentation by Dr. Emily, and headline entertainment. "We are lining up a great speaker who we expect will draw a great crowd," said Dr. Emily, PEIVDF founder and Director. "The entire Board is putting forth an amazing effort in seeking out auction items - items we hope will be very attractive to attendees," Emily said. WVC has generously donated space for the event as well as efforts to promote the event.

Auction items donated will be put on the block to raise funds to help the PEIVDF continue its mission to, "provide for the dental needs of disadvantaged animals worldwide." PEIVDF sees this fundraiser as a great chance to expand its work to include regional and international missions to captive animal facilities. PEIVDF would provide treatment for animals and training for staff where there would otherwise be little or none available.

"We are very committed to our mission at PEIVDF," said Emily. "Not enough people understand how important oral health is to overall health. Infections in the mouth caused by problems such as abscessed teeth can quickly affect the entire body, and lead to serious and life-threatening systemic health problems." Unfortunately, captive and domesticated animals cannot let their keepers know when there is a serious problem, and often act out in ways that are misinterpreted as bad behavior. The condition then often gets worse. Proper training and education of owners and veterinarians is vital to being proactive about the health of animals under their care.

The success of this event is of particular importance to the PEIVDF. Unlike public charity 501(c)(3) organizations, IRS rules allow private 501(c)(3) foundations to hold only one fundraising event per year, "so we've really got to make the most of this opportunity," stressed Dr. Emily. PEIVDF is hoping to attract at least 300 attendees to the event this coming February, and is actively reaching out to industry contacts for commitment of donations for the live and silent auction items, as well as sponsorship of other fees and expenses. In recognition of their donations, companies and individuals will be acknowledged in the catalog of donated items, on the PEIVDF website event page, on an event poster during the WVC, as well as being gratefully acknowledged during Dr. Emily's presentation.

About PEIVDF

In early 2005, the Peter Emily International Veterinary Dental Foundation (PEIVDF) was established through a donation of funds from Dr. Emily. The PEIVDF is working to expand the veterinary dental knowledge of caretaker and veterinary staff. At its current funding level, the Foundation awards three annual working grants for achievements in dental care for Disadvantaged Small Animals, Disadvantaged Zoo and Wild Animals, and Equines. The PEIVDF is actively working toward expanding its mission, to include a program they call "Veterinary Dentists without Borders". Through this program, the Foundation will travel to animal facilities throughout the world to perform necessary veterinary dental procedures, as well as providing training in veterinary dental care to existing staff. The PEIVDF is a registered 501(c)(3) private charity.

###

For more information about this topic, or to schedule an interview with Dr. Emily or anyone at the foundation, please call Susanne Pilla at (303) 355-7688, or e-mail Susanne at pilla.s@peteremilyfoundation.org, or visit the foundation's website at: www.peteremilyfoundation.org