



**CONTACT** JANET CHANDLER  
**TELEPHONE** 503-784-1285  
**WEBSITE** GPA-NW.ORG

## PORTLAND STATE ADVERTISING STUDENTS CREATE CAMPAIGN FOR GREYHOUND PET ADOPTION NORTHWEST WITH GLOBALLY RECOGNIZED PHOTOGRAPHER HOLLY ANDRES

**PRESS RELEASE** - FOR IMMEDIATE RELEASE 09/13/2016

### **Retired Racers: The Greyhound Calendar 2017**

Portland, OR, September 13, 2016– Greyhound Pet Adoption Northwest announced today the immediate availability of the 2017 *Retired Racers: The Greyhound Calendar*. This limited edition 12-month calendar, features real retired greyhound racers in a series of colorful photographs by local Holly Andres, and is inspired by the culture of the city of Portland.

Greyhound Pet Adoption Northwest is a non-profit organization dedicated to finding forever homes for retired greyhound racers. Greyhound Pet Adoption Northwest is one of only a few foster-based adoption programs for greyhounds in the Northwest- a model which has proven very successful. They have placed over 5,000 greyhounds in homes since opening their doors in 1987.

*"At Greyhound Pet Adoption Northwest, no greyhound is turned away regardless of age, injury or where its life began. The greyhounds' medical needs are met no matter the cost." - Janet Chandler*

The 2017 calendar is available through select independent bookstores and gift shops, as well as online through Amazon, and directly through Greyhound Pet Adoption Northwest's website. The calendar is \$17.99 and all the proceeds go towards the transportation, medical, and housing needs of the retired greyhounds.

The campaign was created by FIR Northwest at Portland State University, a student run advertising agency, under the direction of advertising department instructors Doug Lowell and Maureen O'Connor. The students work with real clients, such as Sunshine Dairy, Green Zebra Grocery, Portland Police and now Greyhound Pet Adoption Northwest. The calendar campaign launches in 2017 and is the first in a series of calendars which will feature retired greyhound racers and will highlight a new up and coming photographer.

*"I loved collaborating with FIR. It's clear that the students are gaining really valuable hands-on experience and that the FIR program is preparing the students to be active and engaging thinkers who have the tenacity and commitment to see complex projects through to their completion."- Holly Andres*

Holly Andres is an American fine art and commercial photographer who lives in Portland, Oregon. While studying cinema in graduate school she became intrigued by the potential of freezing a narrative as a single frame. Holly stages her photographs to capture the fine line between fantasy and reality. She often draws from her childhood experiences and creates stylized cinematic scenarios through which narratives unfold. She has had solo exhibitions in New York, Los Angeles, San Francisco, Atlanta, Seattle, Portland and Istanbul, Turkey. Her work has been featured in *The New York Times Magazine*, *Time*, *Art in America*, *Artforum*, *Exit Magazine*, *Art News*, *Modern Painters*, *Oprah Magazine*, *Elle Magazine*, *W*, *The LA Times*, *Glamour*, *Blink* and *Art Ltd.*— which profiled her as one of 15 emerging West Coast artists under the age of 35. She is represented by Hello Artists.

###

If you would like more information about this organization, please contact Janet Chandler at 503-784-1285 or visit [gpa-nw.org](http://gpa-nw.org).