



Rottweiler Health Foundation

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For Immediate Release

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NEW HOPE FOR CURING CANINE BONE CANCER

In honor of beloved Rottweiler, Ms. “Stella for Star” Cassese

November 7, 2016, Grand Rapids, MI: A beautiful and moving new music video is now available to the public on YouTube. It portrays moments in the life and history of an adored Rottweiler, Stella. The catalyst for the video’s creation was her affliction with osteosarcoma, the bone cancer to which the Rottweiler breed is especially susceptible.

The purpose of the video is to raise funds for scientific research in RHF’s ongoing quest to find a cure for this scourge of Rotties. The charming on-screen photographs featured on-screen range from Stella’s young existence as a tiny two-month old pup (born October 12, 2010) to the regal persona she quickly became.

Accompanying these delightful images is a song of love and loyalty – “I Will Carry You.” The video was created by Gil Polk – actor, singer, songwriter, freelance video editor and animal lover.

“I was attracted to Stella the instant we met,” says John Cassese, her “boyfriend” along with his partner, Ken Hunt. Stella had been the only surviving member of a litter, John reports. When she was moved to a new group of pups, Stella remained a kind of outsider, with her own independent spirit.

Stella’s individuality was one of the traits that drew John to the puppy at their first interaction. Once she came to her new home, John explains that he suddenly felt a deep rush of pure love – the way, he imagines, any parent must feel at the moment a newborn comes home.

Since Stella's diagnosis with osteosarcoma – and John's ongoing sharing of her story with her many "fans" on Facebook – is what led to this fund-raising video. Lyricist and executive speechwriter, Mike Greenly, had been a friend of John's for decades ... and the stories and photos John shared online motivated Mike to take action.

Greenly co-wrote "I Will Carry You" with Paul Guzzone (of Triple Z Music) and it is performed by BILLBOARD-charted artist, Shara Strand. The song was produced by Peter McLean and Keith Kemper for D1 Music (www.d1music.co) with the support of D1's Creative Director, Satya Wright.

Already "I Will Carry You" has partnered with the American Humane Association to raise funds to help ensure the safety, welfare and well-being of animals. As a life-long dog lover and as a friend of John's for decades, Mike was thrilled at the chance to have his and Paul's song help contribute in a new way to canine welfare.

"I love the RHF slogan," Mike says about the organization's tagline ("Thank you for caring – Thank you for sharing.") "It is my hope," he adds, "that our song will help in a meaningful way as RHF seeks to prevent this horrendous cancer from stealing Rottie lives and breaking the hearts of loving and caring people like John and Ken."

You can find the video tribute to Stella through its YouTube link:

<http://bit.ly/2fCUF22>

(Or visit YouTube and search for the "Mike Greenly" channel.)

ABOUT THE VIDEO'S SPONSORS

The Rottweiler Health Foundation

The Rottweiler Health Foundation was founded March 1, 1997 as a free standing charitable organization with the objective of improving the health status of the Rottweiler. It is a non-profit 501 (c)(3) Public Benefit Corporation. The mission of the RHF is facilitated by officers and directors on a strictly volunteer basis. RHF raises money through membership dues, charitable donations from individuals, estates and corporation, fund raising efforts, and memorial contributions. It then makes grants to worthy projects which will benefit dogs in general and the Rottweiler in particular.

The membership of RHF is comprised of individual members, including Charter Members, and local and regional Specialty clubs, as well as the National Parent Club for Rottweilers, The American Rottweiler Club. An annual newsletter -- "HealthNotes" -- is mailed to RHF members across the country, with quarterly web and email updates.

John Cassese

John Cassese has called New York City his home for almost 40 years. (Secretly, John knows that he's always belonged in the Big Apple. He's convinced that he was kidnapped at a very young age and raised against his will by a group of Italian housewives in Cleveland, Ohio, until he finally broke free and arrived in Manhattan.)

John's professional career has spanned both corporate and agency aspects of business communications. As a senior level professional, he has specialized in the creation, planning and execution of new product launches and national sales meetings, the development and execution of strategic communications, branding initiatives, learning and performance improvement programs, exhibits and environments, along with digital and social media. His clients have included major companies and corporations in the pharmaceutical, biotech, healthcare, consumer products, beauty, cosmetic and technology markets.

Previously, John was Co-founder and Principal of Concentric Communications, SVP of ACG Communications and Managing Director of ACG HealthCare. John is currently V.P. New Business Development for PineRock Productions, a global communications agency focused on strengthening relationships between, companies, their brands and their targeted audiences, both internal and external.

John received his undergraduate degree in Radio and Television and his MA. in Organizational Communications from Ohio University.

In addition to his professional activities, John has supported the Ohio University Forensics program by endowing the John A. Cassese Chair of Forensics (Speech Communication.) In 1997, John was named outstanding alumnus for the Ohio University School of Communication Studies. He continues to return to campus as a guest lecturer, mentoring students in the graduate and undergraduate programs.

He has served on both the Ohio University Alumni Board of Directors, and the Scripps College of Communications Dean's Advisory Council. He has also served as President of his college fraternity, Phi Gamma Delta's Graduate Association. And he has endowed a leadership scholarship for the fraternity, in his name.

John has also been a guest speaker at Hanover College working with the Business Scholars program. He is also a featured guest speaker for the Integrated Marketing Communications Course in the Masters in Public Relations Program at NYU's of Professional Studies.

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Mike Greenly – Co-Creator of “I Will Carry You”

Mike Greenly began writing poems at age four, but wrote his first songs as a marketing and communications VP for Avon Products, Inc. Today he's a corporate speech writer and speech coach, as well as an accomplished lyricist. Mike has partnered with many composers on numerous songs for corporate events as well as for the public.

His “Day Job” clients praise his ability to help them “sound like themselves ... only better.” His experience as a Fortune 500 executive, himself, gives him an unusual perspective (which most freelance writers lack) about what life is like on the client's side of the desk. His own self-transformation from debilitating stage fright to mastery of presentation skills not allows him to help today's executives be more successful in their careers. He has written about this growth in a chapter he contributed to “The Change 8: Insights into Self Empowerment (The Change Series”.)

When he's not writing or coaching speeches or other business communications for executive clients, Mike loves writing song lyrics. He's had five songs charted as BILLBOARD Dance Club hits. He is also the author of “Our Great Virginia,” which in 2015 became the Official Traditional State Song of The Commonwealth. Many of his songs have supported worthy non-profits, and he's gratified that “I Will Carry You” will now help to raise funds for the Rottweiler Health Foundation.

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Paul Guzzone – Co-Creator of “I Will Carry You”

Triple Z Music co-owner Paul Guzzone is an award-winning composer, producer and musician whose work ranges from corporate events and commercials to theater, pop songwriting, recording and performance.

Paul's music has been featured in national ad campaigns for Jaguar, Trident, Folgers and other major brands. He is highly respected in the corporate events business having created custom musical segments for Cadillac, Xerox, Toyota, IBM and Canon to name just a few. He has been honored with two Telly Awards, most recently for sound design (Chevrolet). He also received the New York Festivals Award for music and lyrics (Showtime).

Outside the corporate world Paul is a multifaceted musical artist with a number of ongoing projects. He is bass player-vocalist in The Bacon Brothers band featuring actor Kevin Bacon and composer Michael Bacon. He has performed with them around the world and on numerous broadcasts including "The Tonight Show," "The Late, Late Show with Craig Ferguson," "Prairie Home Companion" and "The View." Paul also co-produced their albums New Year's Day, "Can't Complain" and "The Bacon Brothers Live" and he co-wrote their new single "493 Miles."

Paul also writes and performs his own original songs. His CD, "Chasing the Moon", contains his own special version of "I Will Carry You".

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Gil Polk

A three-time recipient of "Ones To Watch" in 2015 from Nashville Songwriters Association International, Gil Polk's song awards include "WHEN YOU'RE AWAKE" (2015 U.K. International Song Contest finalist; 2015 International Song Of The Year semi-finalist), and "EASY" (2014 Song Of The Year runner-up; 2014 International Acoustic Music Awards runner-up; 2nd in the world in 2014 Frank Brown International Songwriting Festival).

A stage and commercial actor, Gil's credits include MICROSOFT, and was selected as the sole National Journeyman by A CONTEMPORARY THEATRE in partnership with Seattle's INTIMAN THEATRE, then under the artistic direction of TONY-winner Bartlett Sher.

A member of Actors Equity and ASCAP, Gil studied acting at Portland State University and Seattle's FREEHOLD Theatre Conservatory. He stays in shape studying acting with ESPA/Primary Stages in NYC and songwriting with NSAI. Gil also puts his combination of creative and technical skills to work as a freelance video editor and creator. His talent is on full display in the video he created for Stella.

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OTHER TALENTS ENABLING “IWCY” TO HELP STELLA

Shara Strand

Shara Strand is considered by many to be a 21st Century Role Model. She's a New York City wife on Manhattan's Upper East Side and is mother to little Alexa, for whom she composed a song, “The Best Part of Me” which is now getting radio airplay.

In addition, she's an entrepreneur – owning and managing her own makeup boutique – the Shara Makeup Studio -- at the Pierre Hotel. Shara runs this enterprise in partnership with Dominique's Salon at the prestigious East Side location. In addition, she has developed her own product line, “Shara Cosmetics.”

On top of that, Shara is an accomplished vocalist. Her music is available on the “Born Tonight” album from D1 Music, which includes her own original songwriting as well as several of her lovely performances of “I Will Carry You.”

Shara is also an avid dog-lover, including her own little Hudson. Shara has partnered with the American Humane Association and has been both performer and judge at the AHA's “Hero Dog Awards” broadcast. She is thrilled that her performance will now have the chance to help alleviate the suffering of dogs like Stella by finding a cure for osteosarcoma.

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D1 Music

D1 Music has a track record of Billboard hits and works with a wide range of successful artists, including Shara Strand, Kimberly Davis, Taborah, Supanova, Lisa Hunt and Darryl D'Bonneau. Their musical ventures with Lyricist, Mike Greenly, resulted in four Billboard-charted Dance Club songs, including Shara's “I Will Carry You” which became a “Top 25” hit.

D1's Mission is nothing less than to create, promote, and encourage artists of many kinds to build on the past and innovate into the future ... finding new ways to bring pleasure and delight into our listeners' varied lives. The team is delighted to help contribute to a solution for Rottweilers like Stella.

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