



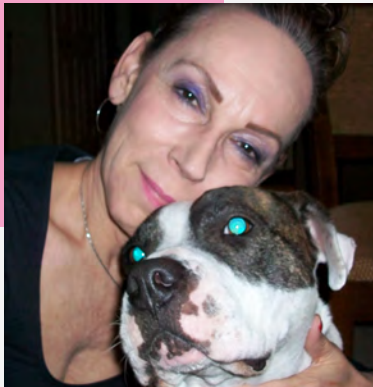
# GG – Gorgeous Gal Press Kit





<b>GG Overview</b>	<b>2</b>
<b>GG's Journey: From Lost to Loved</b> Fact Sheet	<b>3</b>
<b>GG's Journey: From Lost to Loved</b> Reviews	<b>4</b>
<b>GG Products</b> Fact Sheet	<b>5</b>
<b>Cheryl Phillips Bio</b> Author & Founder	<b>7</b>
<b>GG's Foundation</b> Fact Sheet	<b>9</b>
<b>GG's Foundation</b> Board of Directors	<b>10</b>





## The Inspiration Behind a Movement

On a sweltering morning in May, an abandoned but beautiful dog named Gorgeous Gal was found lying under a majestic old oak tree in Detroit, Michigan. Gorgeous Gal would be come to known by the

millions who love her as GG.

Somehow GG had made it through Detroit's frigid winters and sizzling summers, but she was growing sick and losing strength. Still, GG had a glimmer of hope. She deserved a chance; it was her right. GG's rescue was an emotional journey of hope, fear, and joy; but not every abandoned animal gets a second chance.

Now, together, we're creating a kinder, more compassionate world for all animals.

**Be Educated, Be Human“e”.**  
**Animals Have Feelings Too.**



## GG's Journey: From Lost to Loved

GG, an abandoned pit bull mix, struggles to survive on the unforgiving streets of Detroit. Frightened, starving, sick, and ignored, GG knows her luck is running out. By chance, on May 20, 2009, one woman notices GG and sees in her eyes an animal longing to be loved.

The woman takes GG to a local shelter for physical and emotional recovery. For the first time, GG has hope for a better future. Soon after she arrives at the shelter, however, things take a horrible turn for the worse. Suddenly, GG finds herself sick and on the brink of death. And, the shelter staff says that it will be impossible to find her a home because of her "street" behavior. GG fears that she may never be healthy, get out of the shelter alive, or have a loving family.

This inspiring story, told through the eyes of GG, follows GG's pursuit of the

brightest future possible. Will GG recover from her illness? Will the woman's efforts be enough to get her out of the shelter and into the loving home of her dreams? Read GG's Journey from despair to salvation, and you will never look at an abandoned animal the same way again.

Whether you are a teacher, a pet owner, a shelter employee, a student, a veterinarian, or an animal lover, GG's Journey will instill compassion and love for animals in your heart.

15% of net sales of GG's Journey will be used to support no-kill (saving all healthy and treatable animals) animal welfare organizations; rescue, spay and neuter, community felines, medical care, food, shelter and humane education to help animals, just like GG.

**"The greatness of a nation and its moral progress can be judged by the way its animals are treated."**

**Mahatma Gandhi**

### Book Details:

Author: Cheryl Lyn Phillips

GG's Journey is a fictional account of a true story.

ISBN: 978-0-9965109-0-5

eBook ISBN:  
978-0-9965109-1-2

Print Edition Pages: 130

Electronic Edition Pages: 95

Suggested Audiences:  
Grade Levels 4-12.  
Age Levels 10-18.  
Animal Lovers.

Print Edition MSRP: \$19.95

Kindle Price: \$9.95

Available for sale at Amazon.com, Barnes and Noble, and a variety of book retailers.



## GG's Journey: From Lost to Loved Reviews

"It was a moving and tender story. We all see countless accounts of rescued dogs and their happy ending adoptions, but we never know of the time, hardship, and suffering they experienced before they find a loving family. This helped me really relate to what these animals go through. It opened my eyes to the fear and insecurity these poor dogs face. If you love dogs, I hope you will take the time to read this book. You will never look at another stray or rescue the same. This is also a great book for children to read."

*The Old Crow's Empty Nest*  
by Narita

"I am 95 yrs. old and just loved this book! I lived on Maryland St. in the early days of my marriage and reading the account of GG's rescue on Maryland St. brought back so many memories for me... This book was both heartwarming and educational."

Rose M.

"I think this was such an amazing story; probably the best story I've ever read. This story taught me that, by helping others, you can make a difference in their lives. I will never forget this wonderful tale, and I will always have a place in my heart for the animals, such as GG. So, love the animals, and enjoy this great book!"

Kara, age 10

"Loved the book! My granddaughter and I both read it... almost in tears."

Mona Kidder

"The book GG's Journey is a classic. It was written with LOVE from the heart and when you are reading it, you feel like you are taking the journey with GG. I can tell you there is no word complimentary enough to describe it."

Virginia C. "G"

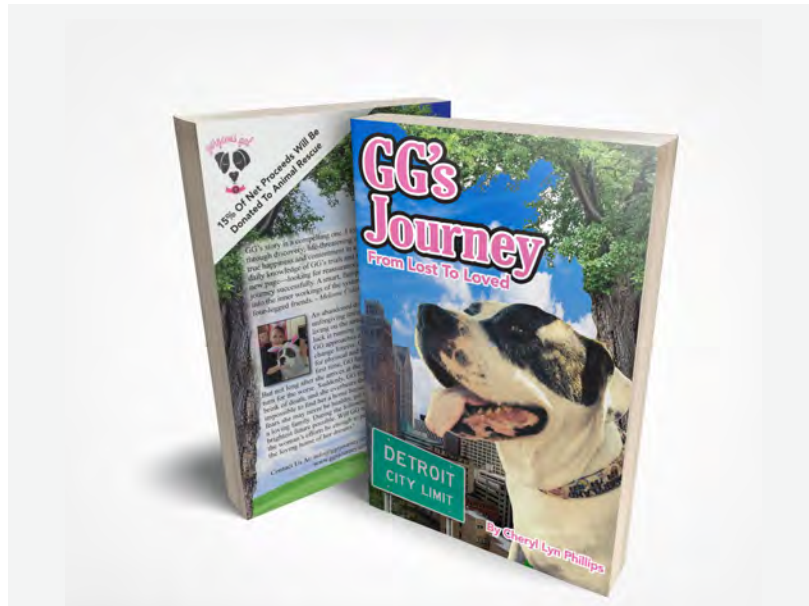
"If you ever wondered what the animals you take care of are thinking, GG tells you in her own words. Every Shelter Director or staff member should be compelled to read this book. Her journey could be the same as any animal that comes into your shelter. Truth is we do not know exactly what the animals were subjected to in their previous home. When you are in the middle of a tough decision in your shelter think of GG and ask yourself, have I given this animal a fair chance, did I offer her the best opportunity to cross the Rainbow Bridge on her own time with the right family? She proves that compassion and understanding are the key ingredients to making the right decisions about these animals. I encourage you to read this book and then visit your local shelter and find your GG."

Ken Kempkens  
President and Shelter Director,  
Humane Society of Macomb



GG Products

# Be a Part of GG's Journey



GG sends a message of human education, compassion, and philanthropy to educate and support humane treatment of animals, people, and the planet.

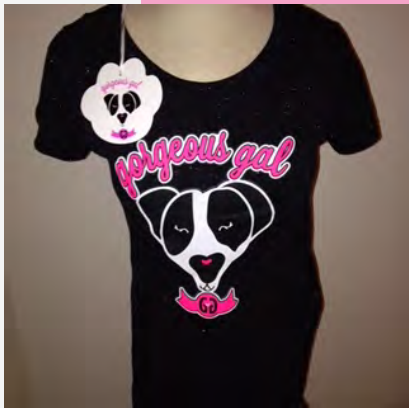
GG brings a unique style, inspiration and enjoyment. Her story instills compassion for animals. GG's Foundation will provide humane education for youth and adults to make a difference in the world.



GG Products

Coming Soon!

1



**Gorgeous Gal T-Shirt**

2



**Gorgeous Gal Tote Bag**

3



**Gorgeous Gal Bandana**



## Cheryl Phillips Author & Founder

Cheryl Phillips is a passionate animal advocate, and active volunteer, her love for animals began when she spent time on her great-grandparents' dairy farm in Rochester, Michigan as a young girl. It was there she learned by example to respect and have compassion for all living creatures.

Today, she volunteers evenings and weekends for TNR (trap, neuter, return) and animal rescue. She also assists colony caretakers. Phillips rescues include cats, dogs, turtles, opossum, and birds and even helped her sister to save an abandoned Amelanistic Corn Snake. He found a home at the Great Lakes Zoological Society in Ann Arbor, Michigan.

Phillips has previously held the positions of Vice President, Masco Corporation Foundation and Director Global Purchasing for Masco Corporation, a Fortune 250 Corporation with annual sales of more than \$8 billion. She received a Bachelor of Science Degree in business from Madonna University and her

MBA from Eastern Michigan University.

Cheryl started her career in operations and directed global contracts covering various commodities, products, and services with annual purchases exceeding \$4 billion.

On a part-time basis, Cheryl conducts management seminars and lectures. She has held events for Madonna University, The Detroit Legal Association, the NAPM-Metro Detroit and NAPM-Memphis, Tennessee. She has lectured at Walsh College, Wayne State University, University of Michigan-Dearborn and Michigan State University for Masco's Leadership Program, and held the position of adjunct professor at the University of Michigan-Dearborn teaching Supply Chain Logistics Management, Strategic Sourcing, and Operations Management.

In 2003 she joined Beaumont Health (Oakwood Healthcare, Inc.) Foundation Board of Trustees and chaired the Stewardship





## Founder Bio

Program and the Beaumont Health (Oakwood Women's Healthcare Classic) to raise awareness and funds to treat breast cancer, heart disease and assist victims of domestic violence. In 2013, she joined the Beaumont Health (Oakwood Healthcare, Inc.) Board of Trustees. She was a member of the Board of Trustees Quality Committee and sits on the Women Supporting Women's Health Advisory Board and Beaumont Hospital Dearborn Community Advisory Board.

In 2014, she was a recipient of the Twilight Benefit Civic Leadership Award. In 2008 she accepted the R. Gene Richter Global Award for Leadership and Innovation in Supply Management, from the Institute for Supply Management. In 2007 received the YWCA Western Wayne County's Women of Achievement Award in the category of Dedicated Volunteer and 2003 was awarded Distinguished Volunteer by the National Society of Fundraising Executives on National Philanthropy Day.

Other activities include volunteer work for the Humane Society of Huron Valley and participating in animal rescue, spay/neuter to prevent animal

education for people, animals and the planet.

One of Phillips' dreams is to open a sanctuary for animals who are displaced,



homelessness and overpopulation and protection activities to speak on behalf of our furry friends for humane treatment of animals and Humane

homeless, aged, sick, and otherwise have a chance to live out their lives in peace and safety, and through GG, she hopes to live that dream.



# GG's Foundation

## Funding Focus:

- Animal Rescue
- Behavior Assistance
- Family Assistance Program
- Humane Education Program for Adults and Youth
- Microchip Identification
- No-kill Movement
- Pet Therapy
- Spay and Neuter
- TNR (Trap/Neuter/Release) to Manage Community Feline Colonies
- Vaccinations



15% of the net proceeds of GG's products are used to support animal welfare organizations to end animal homelessness, euthanasia of healthy and treatable pets, exploitation, inhumane treatment, and other forms of animal cruelty.

## Mission Statement:

End animal homelessness, euthanasia of healthy and treatable pets, exploitation, inhumane treatment, and animal cruelty.

## Vision:

Save all healthy and treatable homeless animals in our community shelters and care for them compassionately.

**Saving animals' lives  
4 paws at a time.**



Board of Directors

# GG's Foundation Board of Directors

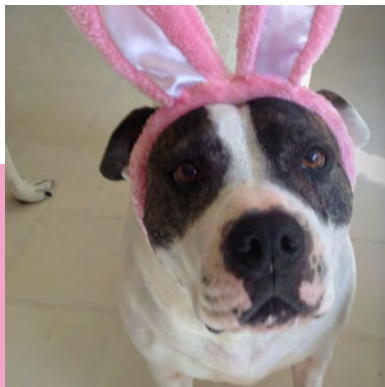




### Darlene Woolsey Janulis

Darlene Woolsey Janulis has a background in finance and extensive experience in investment advisory work and marketing, working with various government agencies. She also owned a telecommunication firm for fifteen years. Currently, she works for Frank Rewold & Son in their marketing department.

Janulis retired from her local school board after 17 years of service but continues her volunteer efforts in her community. She is a Commissioner for Rochester Hills Historical Districts, on their LDFA Board and Green Space Committee. She has received several awards for her volunteer work, too numerous to mention.



### Nancy Tranchida

Nancy Tranchida graduated from Western Michigan University in Kalamazoo, Mich. with a BBA and is a supply chain management professional with an emphasis in procurement – experienced in both automotive and non-automotive venues. Most recently, she transitioned to Health Care for a large non-profit, faith-based organization whose mission is to serve together in the spirit of the Gospel as a compassionate and transforming healing presence.

Tranchida has donated time assisting in spay-neuter and TNR in various metro Detroit communities and has been a board member for GG's Foundation since inception. She desires to work with displaced and abandoned animals to improve their lives entrusted to us and improve our communities. Tranchida currently resides in Commerce Township, MI.

### Maureen D'Agostino

Maureen D'Agostino is Principal at MBD Consulting, LLC. She is a Senior Healthcare Executive with a history of success in transformational team building and leadership with a large multi-hospital and ambulatory health system. She has outstanding visionary and strategic skills with demonstrated ability to achieve positive results in quality improvement, accreditation and regulatory environments, including implementation of evidenced-based practices and operational integration of multiple departments. D'Agostino is an engaging leader with an outstanding interpersonal communication style and contemporary approaches to team building, leadership and change management.

D'Agostino has helped and advised for a for-profit startup that is on the cusp of significant breaking news – for which she will be a board member of this new company. She also holds a degree in Emergency Medical Technology.



## Board of Directors

### Carol Posby

Carol Posby has worked with Cheryl Phillips for 25 + years and is honored to be a part of GG's Foundation. Carol has a Master's Degree in Communication and Public Address from Eastern Michigan University. After teaching at EMU for two years, Carol became a stockbroker for Merrill Lynch and was the second female stockbroker with ML. Her career in telecommunications began in 1979 in marketing with Michigan Bell Telephone and transitioned to AT&T at divestiture. After 30 years, Carol was able to take an early retirement and started her career in volunteerism that she had always desired. She is currently co-chair of the Farmington Hills Beautification Commission, chair of the Farmington Hills Spring Clean-Up, on the Board and Treasurer of the Farmington branch of American Association of University Women (a national organization dedicated to empowerment, education, and equity for women). She is President of

her condo association and enjoys being a performer and supporter of the Beyond Belief Senior Performance group. Carol continues her life-long passion for dancing, especially tapping.

Carol is very proud of the tremendous work that is done by GG's Foundation in improving the lives of animals through advocacy, education and philanthropic projects and is honored to be a part its mission.

### Peggy R. Cook

Peggy R. Cook is a business lawyer with over thirty years of experience in securities, finance, corporate transactions, and general commercial matters. She started her career at Masco Corporation and then moved to an affiliate, Metaldyne (formerly MascoTech), where she remained until it went private, and returned to Masco. While at Masco, she led the Securities Practice Group and worked on a variety of matters. Since

2009, she has been practicing on her own (with Masco as a significant client). Ms. Cook graduated with honors from the University of Michigan and from Wayne State University Law School, where she was a member of The Wayne Law Review and served as an Articles & Book Review Editor. She currently is a member of the Michigan Bar Association, serves as a Dickinson College Admissions Volunteer, and participates in the Willow Lane Book Club. Over the years she has engaged in various volunteer activities -- serving on a church finance committee, a neighborhood association board, and as president of a school's parents association. Most recently, she organized a neighborhood campaign that successfully opposed a proposed lot split.

GG's Foundation is dedicated to providing humane education for youth and adults to make a difference in the world.