Zany New ‘Happy' Video Featuring Humanized Dogs to Debut Sept. 8

‘Happy2 – Dog Days’ to Support Nonprofit Providing Service Dogs for People with Disabilities

WRIGHTSVILLE BEACH, N.C. – “Happy2 – Dog Days” (www.happy2wb.com), a zany new video set to the song “Happy” and featuring humanized dogs on vacation at Wrightsville Beach, will be released Sept. 8. The brainchild of two local photographers/videographers aims to support Canines for Service (www.caninesforservice.org), an organization committed to providing service dogs for people with disabilities.

A teaser video of “Happy2 – Dog Days” is available for viewing at http://youtu.be/Gg-m5gdEJVc.

Created by Pharrell Williams, the song “Happy” originally appeared on the “Despicable Me 2” soundtrack. Since its release, the song has created a buzz around the world with its catchy lyrics and upbeat message. The original “Happy” video by Ned Leary and Will Page filmed local residents as they danced around Wrightsville Beach. It went viral in less than 24 hours after its release in May, and eventually garnered more than 150,000 views in 17 countries.

Leary and Page, coming off the success of the first “Happy” video, decided to work on a sequel. They wanted to create something even bigger that included more dancing. After filming dogs for one scene of the new video, the pair decided the entire film needed to be about dogs.

“We had such an overwhelming response from the first ‘Happy’ video that we decided to do something that would hopefully top its success,” said Ned Leary, founder of Ned Leary Photography and who directed the video. “This time, however, we were quickly drawn to the idea of using dogs as a way not only to entertain viewers but to support the wonderful work of Canines for Service.”

The video includes four main dogs and an appearance by a Vietnamese pot bellied pig. After winning a trip to Wrightsville Beach, the video tracks the dogs as they visit the beach, go to bars, fish and kayak, activities that highlight the unique lifestyle of Wrightsville Beach. “Happy2 – Dog Days” also includes guest appearances by Britt Robertson and Scott Eastwood, the son of Clint Eastwood.

The pair completed the video in six weeks and 20 shoots, without any financial backing and all on their own time. Leary, Page and the dogs’ owners/handlers were all previously unknown to one another before filming and include a waitress, a doctor, a premature infant ICU nurse and a Coast Guard instructor.

After retiring from the corporate world in 2004, Leary began to professionally pursue his love of photography. While he specializes in outdoor and scenic photography, Leary also has a thriving portrait business. Page is currently a Business student at the University of North Carolina Wilmington concentrating in entrepreneurship, as well as a portrait and wedding photographer.

For nearly 20 years, Canines for Service has helped people with disabilities live with greater independence. The organization helps select and train dogs for service.
“Once we decided to shoot the entire video around the idea of dogs visiting Wrightsville Beach, we knew we wanted to highlight the work of a great service dog organization,” Leary said. “Canines for Service does such wonderful work for people with disabilities in the state, and we hope ‘Happy2 – Dog Days’ will introduce people to the powerful work they do in helping people with disabilities live with greater independence.”

_Begun in 2009, Ned Leary Photography specializes in a hands-on approach from start to finish with attention to detail and personal service. Leary’s creative projects include “Called to Sea,” a photographic account of the lifecycle of loggerhead sea turtles; “44 Ways,” extraordinary photography of otherwise ordinary entrances to Wrightsville Beach; and “The Loop Dog” series of calendars. A sample of his work is available at www.nedleary.com. Will Page is a Business major at UNCW concentrating in entrepreneurship. He specializes in wedding and portrait photography and is also an accomplished videographer. His website is www.willpagephoto.com._

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To schedule an interview with Ned Leary or Will Page, contact Ty Mays @ 770-256-8710 or tymays@paragoncommunications.net.