Press Release To Highlight Your Facility's Safety and Training

[Your Pet Care Center Name] Invests in Knowing Dogs Staff Training Program to Keep Dog's Safe!

For Immediate Release
[Date]

[City, State] –[Your Pet Care Center Name] has certified [#] staff members through the dog daycare industry's comprehensive and interactive Knowing Dogs Staff Training Program. Created by The Dog Gurus, Susan Briggs and Robin Bennett, Knowing Dogs includes numerous photos, videos, evaluations and hand on exercises to ensure pet care staff are skilled in caring for each individual dog in their center. Knowing Dogs 101 is comprised of eight modules of dog language and safe dog handling training. Knowing Dogs 201 focuses on keeping off-leash play safe and fun in eight modules of training on dog play, leadership skills and dog management.

Keeping dogs and staff safe during off-leash play were driving factors in the development of Knowing Dogs. With no formal certification process required by facilities in the pet care industry, the responsibility for providing high quality pet care rest entirely on each individual facility owner. [Your Pet Care Center Name] owner, [Owner's Name], said "We know the key to safe dog daycare operations is having staff well trained in dog play behaviors and this knowledge is not something you gain just by having a dog of your own. Knowing Dogs is the best tool available in this industry and covers body language in great detail. It allows us to keep dogs safe and happy. It was important for us to make this investment so our clients were receiving the highest quality care from formally trained staff members."

[Your Pet Care Center Name] joins a growing list of professional pet care centers that are improving safety of dog daycare programs with consistent formalized staff training. Pet care is a growing career choice and [Your Pet Care Center Name] is proud of their [#] new certified staff members.

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About [Your Pet Care Center Name]: (include brief history/mission statement)

About The Dog Gurus: Co-creators Robin Bennett and Susan Briggs have over 25 years experience as operators and consultants in the dog daycare industry. Knowing Dogs is based on their best selling book: Off-Leash Dog Play: A Complete Guide to Safety and Fun. They continue to create resources for the professional pet care industry with the goal of keeping all dogs safe. For more information visit their website: www.thedoggurus.com or join their facebook page: www.facebook.com/TheDogGurus