



## FOR IMMEDIATE RELEASE

### **Doggone Crazy! Board Game Creators Win Outstanding Achievement Award for 2008**

Campbellville ON November 29, 2008 – The creators of the family board game Doggone Crazy!, Clicker Puppy dog training DVD and Be a Tree teacher kit, Joan Orr and Teresa Lewin, have been chosen by the International Positive Dog Training Association for the Outstanding Achievement Award for 2008.

Joan Orr and Teresa Lewin have been chosen by the International Positive Dog Training Association (IPDTA) to receive the Outstanding Achievement Award for 2008. This win recognizes the body of work produced by Orr and Lewin since 2003 to support their mission of dog bite prevention through education and dog bite victim support. This includes the following:

- Doggone Crazy! board game, promoted by the Humane Society of the US and the Canadian Federation of Humane Societies (winner IPDTA Innovation Award 2005).
- Clicker Puppy dog training DVD (winner IPDTA Innovation Award 2005; winner Gwen Tebault Award for Excellence in Humane Education – Latham Foundation 2005).
- Be a Tree Teacher Kit.
- Creation of the Be a Tree Program for dog bite prevention which has been presented to more than 500,000 school children worldwide and is supported by veterinary medical associations and veterinary technician/technologist professional associations across Canada.
- Creation of the internationally recognized non-profit organization Doggone Safe dedicated to dog bite prevention and dog bite victim support.
- Publication of the Doggone Safe on-line newsletter
- Authorship of numerous articles for magazines, websites and newsletters published worldwide (winner of three Maxwell awards from the Dog Writers Association of America).
- Creation of a Yahoo group for dog bite victim support.
- Creation of the Courtney Trempe Memorial Fund for Dog Bite Victim Support.
- Creation of the on-line course: Basic Body Language (accredited by several veterinary technician/technologist professional associations in US and Canada for continuing education credits; nominated for Society Education and Innovation awards from IPDTA, 2008).
- Creation of on-line and lecture course: Be Doggone Smart at Work for workers exposed to dogs on the job.

## Downloads



[Body Language reference card](#)

[Watch 3 minute Doggone Crazy! Promo Video](#)

[Doggone Crazy! Parent Guide](#)



[Play a virtual game of Doggone Crazy!](#)

- Lecturing at local colleges and universities and at dog training seminars on the topics of humane training, dog body language and dog bite prevention.
- Production of numerous freely distributed educational materials including, Be a Tree bookmark, Body Language postcard, Rabies Day postcard, Be Doggone Smart at Home parent pamphlet as well as web resources for free download.

Doggone Crazy! is a family game that allows players to be dog detectives and figure out what dogs are communicating in the more than 100 colour photo cards. Question cards test the player's knowledge of how to act in many different situations with dogs and there is lots of physical activity to keep even fidgety youngsters captivated. The central message imparted by the game is Be a Tree if a strange dog approaches, any dog is causing concern or even if the family dog is getting too frisky. Trees are boring to dogs and the dog will most likely go away. Doggone Crazy! president Joan Orr reported that "we have received emails and phone calls from grateful parents informing us that their children have 'been a tree' in a real-life situation with a dog and the dog went away".

Stanley Coren, Author of "The Intelligence of Dogs", "How to Speak Dog" and "How Dogs Think" said, "Doggone Crazy is a fun game that teaches children how to interpret the body language and expressions of dogs. I gave the game to my grandchildren and they enjoyed it immensely. The oldest taught the dog signals and appropriate responses to her younger brothers and then proceeded to 'instruct' her parents as well. I think that this is a wonderful contribution toward understanding dogs better and keeping kids safer."

Orr and Lewin have also been chosen by the IPDTA ([www.ipdta.org](http://www.ipdta.org)) for the Society Education Award 2008 for producing the on-line course Basic Body Language to help teach people how to understand dogs better.

Doggone Crazy!™ is a trademark of Doggone Crazy! Inc  
Be a Tree™ is a trademark of Doggone Safe Inc

About Doggone Crazy!

Doggone Crazy! is a company dedicated to dog bite prevention education.

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[Learn how to Be a Tree](#)

[Test your dog safety IQ with our tricky quiz](#)



View clips from the Clicker Puppy DVD:

1. [Introduction](#)
2. [Puppy Sit](#)
3. [Puppy high five](#)



[Learn to Speak Dog video slide show](#)