

DOGGONE CRAZY!™ PRESS RELEASE

FOR IMMEDIATE RELEASE:

Clicker Puppy Creators Nominated for Dog Training Excellence Award

Campbellville, ON (PRWEB) January 26, 2004 – The creators of the popular Clicker Puppy DVD have been nominated by the International Positive Dog Training Association to receive the Training Excellence Award for 2005. This Clicker Puppy DVD demonstrates clicker training with puppies. This DVD is unique in that all the training is happening on camera with no rehearsal and the training is done by children. The award banquet will be held at The Walper Terrace Hotel in Kitchener ON on Saturday October 29, 2005. The IPDTA has also endorsed the Doggone Crazy! board game also produced by Doggone Crazy!.

The IPDTA has nominated Clicker Puppy creators Joan Orr and Teresa Lewin as well as junior dog trainers Anne and Jennifer Wormald to receive the IPDTA "Training Excellence Award 2005". This nomination recognizes the potential importance of the Clicker Puppy DVD in promoting positive training methods, very early puppy training and involving children in puppy training. The award banquet will be held at The Walper Terrace Hotel in Kitchener ON on Saturday October 29, 2005.

Doggone Crazy! is a company dedicated to family safety around dogs and this latest product combines dog training information with safety tips. Clicker Training is a safe and gentle way for children to become involved with training the family dog that promotes the development of a bond of respect and love between child and dog. Many families make the mistake of allowing the puppy to play with the children as if they were all puppies and this can result in inadvertent nips to children and can escalate to a dangerous situation as the puppy grows. Clicker Puppy shows how children can interact with the puppy in safe ways while the puppy learns at an accelerated rate and everyone has a lot of fun in the process. A 45 second overview showing eight week old puppies sitting, retrieving and giving a high five can be downloaded from <http://www.doggonecrazy.ca/videos/clicker%20puppy%20short%203%20mb.wmv>
Other video clips are available at <http://www.doggonecrazy.ca/clicker%20puppy.htm>.

“We are thrilled by the initial response of the dog training community to Clicker Puppy”, said Doggone Crazy! president Joan Orr. “It is just flying off the shelves”.

Karen Pryor, the leading expert in the field of clicker training said of the Clicker Puppy DVD, “So easy even a child can do it...This delightful show goes right to the heart of what clicker training is all about. You'll see boys and girls teaching VERY young puppies sometimes in a minute or less. A wonderful new way to learn clicker training!”. Adults and children alike can learn the basic techniques of clicker training by watching this DVD.

Clicker Training is much more than just a training method, it is an entire philosophy. Children who learn to use positive reinforcement in animal training, learn empathy and to treat people and animals with kindness and respect. Social worker Lynn Loar, Ph.D., LCSW, President, Pryor Foundation and Co-author, Teaching Empathy: Animal-Assisted Therapy Programs for Children and Families Exposed to Violence said, “This excellent and engaging DVD teaches people of all

ages how to teach their companion animals good manners. At the same time, it teaches empathy and stresses safety. A great resource for parents and children!"

Bonus tracks on the DVD include training tips, learn to speak dog (dog communication information and safety around dogs), clicker critter (bunnies and more) and TAGteach (clicker training principles applied to human athletes).

Doggone Crazy! also produces the Doggone Crazy! board game and the "Be a Tree" Teacher Kit that supports the educational program offered to school children by the non-profit organization Doggone Safe.

For additional information contact: Joan Orr at joan@doggonecrazy.ca

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About Doggone Crazy!

Doggone Crazy! is a company dedicated to dog bite prevention education and the creator of the family board game Doggone Crazy! This unique and action-packed game empowers kids with the knowledge they need to make safe choices around dogs.

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