

# DOGGONE CRAZY!™ PRESS RELEASE

FOR IMMEDIATE RELEASE:

## **Doggone Crazy! Announces New Product Release – Clicker Puppy DVD**

Campbellville, ON (PRWEB) December 8, 2004 – The creators of the family board game Doggone Crazy! are excited to announce the release of the Clicker Puppy DVD. This is a DVD that 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 Clicker Puppy DVD debuted at Karen Pryor Clicker Training Clicker Expo in Orlando FL in October and the first production run sold out before there was time to announce its release.

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.

Clicker Puppy is designed to show how children can be involved with training the family puppy. Adults who may be intimidated by clicker training can see that is easy enough for young children to do. Clicker Training is an all positive method of animal training that yields startling results in only a short time. Doggone Crazy! president Joan Orr said "one of the puppies is only eight weeks old and is so tiny that he resembles a wind-up toy, but he learns to sit, down, come when called, retrieve, roll over and more in a very short time, all taught by children".

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, 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](mailto: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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