



FOR IMMEDIATE RELEASE:

Doggone Crazy! Hits the US Airwaves, Coast to Coast

Campbellville, ON (PRWEB) Sept 20, 2005 – Doggone Crazy!, manufacturer of the Doggone Crazy! board game and Clicker Puppy training DVD, will hit the airwaves across the US in the coming weeks with pre-Christmas product promotions. Animal Radio will air an interview with Doggone Crazy! co-creator Teresa Lewin on-line and with its 37 affiliate radio stations. A Doggone Crazy! promotion will be heard 700 times on 92 radio stations with the popular Joy Grdnic segment. All Star Radio Networks has selected the Clicker Puppy DVD for its innovative Contest in a Can promotion, distributed to 350 radio stations across the US and will also provide Morning Show content including Doggone Crazy! safety messages to 350 radio stations.

“Cool game”, said Animal Radio host Hal Abrams of the Doggone Crazy! board game. Game inventor Teresa Lewin was interviewed on Animal Radio and explained to listeners some ways in which dogs communicate through body language. Dogs lick their chops, yawn or lift one fore paw to indicate that they are anxious, explained Lewin. These among other subtle signs are a warning to parents and children that the dog wants to be left alone. The Doggone Crazy! board game teaches kids and parents in a fun and interactive way how to “speak dog” and act safely around their own and other people’s dogs. **Animal Radio Network**, according to *Arbitron* radio ratings, is the most-listened-to animal programming in the United States with an audience of two-million animal-lovers weekly in eighty plus cities. View the affiliate station list at [www.animalradio.com](http://www.animalradio.com) and listen to the Doggone Crazy! interview at [www.doggonecrazy.ca](http://www.doggonecrazy.ca).

A Doggone Crazy! board game promotion will air the week of Oct 11 with the Joy Grdnic segment which is popular with female listeners. Listen to the promotion at [www.doggonecrazy.ca](http://www.doggonecrazy.ca). According to Aaron Bianco, National Director, Product Placement for All Star Radio Networks, “female demographics are considered the Holy Grail of radio audiences. The response from stations we have seen so far is that the women LOVE Joy. We're also quite pleased that guys enjoy her daily segments as well. Due to the nature of her segment, we are turning passive listeners into active ones, and hitting them with 5-10 messages per week, all at the front of her show at the same time every day”. Listen to samples of Joy at <http://www.allstarradio.com/joy.php>. During this same time period, 350 morning shows will receive information about how to keep kids safe around dogs and will be offered interviews with Doggone Crazy! creators. A free game and Clicker Puppy DVD will be given away on the radio for each interview.

Doggone Crazy! will also be promoting its popular Clicker Puppy training DVD as part of All Star Radio Networks’ Contest in a Can. Clicker Puppy DVDs and clickers will be sent to 350 affiliate stations so that on-air personalities can tell listeners about clicker training and give away a DVD and clicker to a lucky listener. The Clicker Puppy DVD shows children training puppies aged 7 weeks to 5 months old. Clicker training is easy and gentle enough for baby puppies and children and powerful enough for dogs of any age. This is the method used to train killer whales

and dolphins to do spectacular leaps and spins in marine mammal shows and is gaining popularity among police dog and service dog trainers. Clicker Puppy shows how clicker training is now accessible to pet owners who can throw away their choke collars and teach their pets with love and positive reinforcement. Animal Wellness Magazine (Sept 2005) said "Clicker Puppy is an excellent resource for both children and adults and an invaluable tool for anyone adopting a new puppy". Doggone Crazy! promotes clicker training as a fun and safe way for children to build a strong bond of love and respect with the family dog.

In total these radio promotions and interviews are expected to reach well over 2 million listeners across the US. Retail pet stores and toy stores interested in carrying Doggone Crazy! products for the Christmas season can send email to [joan@doggonecrazy.ca](mailto:joan@doggonecrazy.ca) or call toll free 877-350-3232.

About Doggone Crazy!

Doggone Crazy! is a company dedicated to dog bite prevention education and the creator of the family board game Doggone Crazy! and the Clicker Puppy DVD.

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