

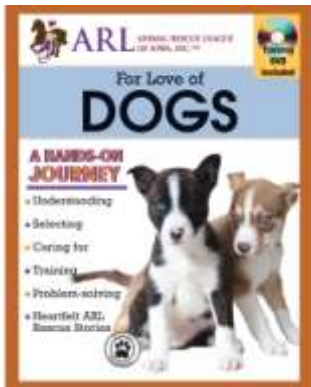


PRESS RELEASE

FOR IMMEDIATE RELEASE

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Animal Rescue League of Iowa For Love of DOGS



It's one thing to fall in love with a cute, wiggly puppy. It's quite another matter to welcome him into your home 24/7.

In this hands-on guide, the staff at the Animal Rescue League of Iowa, Inc.™ takes you through the process of selecting, understanding, training, and caring for your dog. To the best of their knowledge, this book with training video is the first developed by a shelter staff that takes in 20,000 animals per year.

Training techniques in the conveniently-sized handbook and the accompanying DVD stress positive reinforcement techniques, with no physical or verbal correction, nor training equipment that can cause pain or injury. Patience, understanding and proper training are the key components to creating a lifelong bond with your dog.

The DVD, with footage tied directly to the techniques being discussed, covers good manners, delivering treats, and more. It demonstrates teaching commands to dogs and puppies who have had little or no training. You see how easily and quickly they learn Sit, Lie Down, Come, Stay, and Leave It. You learn techniques for teaching loose-leash walking, crate training, and communicating with your new pet.

There are real-life situations for readers to identify with, along with troubleshooting at the dog's various age and stages. With 208 pages, hundreds of photos and the training video, owners of dogs of any breed, age, size, and temperament can arm themselves with helpful and resourceful information that makes life better for them— and for their newest family member.

When it comes to introducing your pet to other pets in the household, to children, or to new babies, what's a dog owner to do? This book-DVD combo has the bases covered. When it comes to handling the common issues of barking, jumping up, whining, chewing, riding in the car, what do you do? These issues and more are covered, all as ways to keep everyone's lives running smoothly.

Throughout the book, small sections called *Dog Tales* will help you identify with common problems and solutions. In the sections called *Some Happy Endings*, adopters share heart-warming stories of owning dogs. The goal, after all, is to make dog ownership a joy and to create the loving bond that keeps a pet in his home forever.

ARL-Iowa Executive Director Tom Colvin, dog behavior specialist Paula Sunday, and ARL-Iowa Operations Manager and Behavior Specialist Mick McAuliffe contributed to the book.

Animal Rescue League of Iowa's *For Love of DOGS* retails for \$24.95 and is available through your favorite bookseller, through ARL-Iowa, online or direct from Landauer Publishing at www.landauerpub.com.

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