



PRESS RELEASE

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**The Association of Pet Dog Trainers Announces Official Contests for January 2011
"National Train Your Dog Month!"**

The APDT's annual campaign to promote the benefits of positive training and socialization continues in January 2011 with contests to engage the dog-owning public and dog trainers.

Greenville, SC – In January 2010 the APDT began our first annual **National Train Your Dog Month** campaign. We were overwhelmed with the enthusiastic and creative participation of our dog trainer members and in 2011 we plan to extend participation to the dog owning public! In addition to the materials available for free download from the event web site, www.trainyourdogmonth.com, we encourage the public and dog trainers to enter our contests designed to promote the importance of training and socialization for all dogs.

National Train Your Dog Month 2011 Photo and Video Contests: Participants may enter a photo and/or video that best illustrates how training can improve a dog's life (and his or her owner's life!) in the community at large. The photos or videos should demonstrate a dog or dogs and owner(s) using training in "real life" situations in the world at large. Winners will receive a prize package including training gear from Premier Pet Products and Thundershirt, and will be featured on the APDT web sites, on our Facebook page and in a press release. The deadline for entry is 11:59 p.m. PST on December 31, 2010. Complete rules for the contest can be found at www.trainyourdogmonth.com.

In addition to the photo and video contests, the APDT will be holding contests for APDT members to participate in to highlight training in their own communities. It is our hope that the everyday dog owners, shelters, and other professionals in the pet care industry will visit the event web site (www.trainyourdogmonth.com), so they can learn more about how easy and fun training can be. It is our belief that a better understanding of dog behavior can lead to happier, healthier and harmonious households for humans and canines.

Since 1993, the APDT has promoted education for dog trainers. With more than 5,000 members who are willing and able to assist dog owners, the APDT is the largest professional organization for dog trainers in the world. We encourage anyone interested in learning more about their dogs to visit our web sites www.apdt.com and www.trainyourdogmonth.com for more information and resources.

Please join the APDT in celebrating National Train Your Dog Month! Companies with an interest in campaign sponsorship should contact Mychelle Blake at mblake@apdt.com or trainyourdogmonth@apdt.com for more information.

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Located in Greenville, SC, the APDT is a professional educational organization of trainers who are committed to becoming better trainers through using positive, dog friendly methods based on sound scientific principles. With over 5,000 members worldwide, the APDT strives to provide professional dog trainers with a respected and concerted voice. The APDT promotes caring relationships between dogs and people and works to increase public awareness of dog-friendly training techniques. For more information, visit the APDT Web site at www.apdt.com.