

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

Press Release

FOR IMMEDIATE RELEASE

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Spreading Cheer: Give a rescue dog a new home this holiday season

Dr. Dalton's Premium Treats provide reliable encouragement in training new dogs

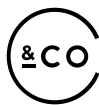
Santa Barbara, CA (October 2017) –According to the ASPCA, an approximate 1.6 million dogs are adopted from animal shelters each year and 80% remain happy and healthy in the home that adopted them.¹ The end of the year brings an increase in hours spent at home with family, making it an opportune time to welcome a new member into the family. It's hard to imagine a better way to spread holiday cheer than by adding a smiling face with four paws and a wagging tail into the home. Many families choose to get a dog at this time of year, why not choose to adopt a dog? Giving a rescue dog a chance at a loving home will brighten more than just one life.

Dr. Dalton, who founded the California School for Dogs Inc. in 2009, believes the best way to train a new dog is through positive reinforcement by rewarding desirable behaviors with treats and affection. Dr. Dalton's training method has proven successful with hundreds of dogs, including her own 13-year-old Border Collie, Cassie, who was rescued from under a car as a puppy. Training through positive reinforcement promotes a trusting relationship, which is especially important with rescued dogs. It is an essential part of the bonding process and helps them adjust to life at home. All rescue dogs can and should be taught basic obedience to ensure a smooth transition into their new family.

When adopting a rescue dog, Dr. Dalton encourages examining the lifestyle characteristics associated with each breed. It is very important to take time to find the right dog. Most dogs are eager students, quick to pick up positive behaviors and tricks to showcase their intelligence. Of course, every dog is unique and needs a loving hand to foster a relationship built on mutual trust. During the holiday season, consider following Dr. Dalton's advice of introducing the dog to the home on a calm and quiet day rather than the day of the family Christmas party, as many dogs can get over-excited and anxious during the move into a new home. This makes it easier to assist the transition by keeping company and noise to a minimum until the dog exhibits signs of being at ease in the new environment.

Dr. Dalton's first training tip for a newly adopted dog is to immediately establish a training routine to begin forming a strong life-long bond. There are simple skills such as: "wait," "sit," "stay," "come" and "down" that will make for better communication between dog and dog-owner. When training, don't forget to use Dr. Dalton's trusted method of positive reinforcement and have treats on hand to allow for clear demonstration of behavior approval.

¹ ASPCA, "Pet Statistics", <<https://www.aspc.org/animal-homelessness/shelter-intake-and-surrender/pet-statistics>>



When working with dogs, Dr. Dalton's Premium Treats provide a healthy, nutritious, and delicious way to reward good dog behavior. Indeed, it is made to be the perfect dog treat for active training. With no fillers, preservatives, glycerin salt, sugars, artificial flavorings or colorings, dogs go crazy for the simple taste of high quality meat. With proven success and demand for a truly clean and protein-dense dog treat, Dr. Dalton's Premium Treats has become a trusted favorite treat for both dogs and their humans. Made with both dog health and training effectiveness in mind, Dr. Dalton's Premium Treats are made of 100% meat. The treats can easily be snapped in half and don't leave behind any greasy hands or stained clothing. They also do not crumble so have no fear of a pocket full of useless treat crumbs.

With proper preparation, adopting a rescue dog is a wonderful way to add unconditional love to the family that will bring cheer for years to come.

About Dr. Susan Dalton and Dr. Dalton's Premium Treats

Dr. Susan Dalton grew up surrounded by animals of all kinds - dogs, cats, chickens, snakes, and even salt water fish. After receiving her Ph.D., she worked with troubled adolescents and served as both a university professor and researcher.

Dr. Dalton began training dogs after adopting Cassie, a 10-week old border collie who had been rescued from under a car. Cassie was traumatized; fearful and aggressive. When Dr. Dalton consulted various experts on how to best rehabilitate Cassie, all of the trainers she spoke with labeled the pup unworkable - a hopeless case.

Susan began reading everything she could about dog training, and personally developed a highly effective program based on positive reinforcement. Using this philosophy, she founded the California School for Dogs Inc. in 2009. Since then, Dr. Dalton has trained hundreds of dogs - specializing in frightened, aggressive and traumatized animals.

With healthy treats a cornerstone of her training program, Dr. Dalton wasn't satisfied with the dog treat options available to her. She started making her own treats in 2012, using clean and simple ingredients like chicken, beef, and pork. It was her clients who convinced her to make her treats available for purchase. Since then, Dr. Dalton has mastered the creation of a dog treat that is both healthy and *doggy delicious*.

All of Dr. Dalton's Premium Pet treats are sourced, produced, and packaged in the USA. They can be purchased at Amazon.com and at www.DrDaltons.com, and are available both as a single purchase and on a monthly subscription basis. These wonderful treats come in three flavors – Simply Beef, Simply Chicken and Meat Medley (made from beef, chicken, and pork).

For more information about [Dr. Dalton's Premium Treats](#), or to interview Dr. Susan Dalton, please contact Bryn Crutchfield at bryn@christieand.co or call 805-969-3744. Visit www.DrDaltons.com.

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