

CHRISTIE & CO

FROM DREAM TO MAINSTREAM

Press Release

FOR IMMEDIATE RELEASE

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The Hidden Benefits of Walking Your Dog

Discover why walking your dog is crucial for dog behavior and how to most effectively use walking for training.

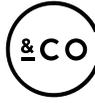
SANTA BARBARA, CA (February 2018) – Walking a dog is important to developing the dog's confidence and sociability, and yet only a little more than half of dog owners walk their dog regularly. Nearly 40% of dog owners rarely if ever walk their dog, and those dogs are missing out.¹ Dogs that aren't walked often are more prone to developing fears, resulting in rowdy behavior such as barking at dogs and people.

Dr. Susan Dalton, CEO of California School for Dogs, Inc. and creator of Dr. Dalton's Premium Treats, emphasizes that walking a dog is a crucial element of dog ownership for both exercise and training. Regular walks are particularly important in developing a dog's confidence and sociability: a dog that is not walked regularly is introduced less frequently to new areas, people and other dogs, which often results in the dog being shy and fearful. Regular walks allow dogs to become familiar with the neighborhood and investigate their surroundings, both of which boost a dog's confidence and sociability. It also keeps the dog physically active and gives the owner an excuse to exercise as well, as exercise is important for mental and physical wellbeing for both dog and owner.

“Walking your dog is part of training your dog, and really the two go hand-in-hand,” says Dr. Dalton. “Walking gives dogs a sense of the place they're living in, and training them gives them an idea of what is acceptable behavior and what is not. Walking and training together makes both you and your dog more closely bonded and more confident as a pair.”

The more time an owner spends with their dog, the deeper their connection becomes. The best way to train a dog and build a strong bond is through positive reinforcement with high-value treats like Dr. Dalton's Premium Treats. In this type of training, owners reward their dog with treats when the dog behaves properly (i.e. not pulling on the leash). Teaching the dog behaviors like proper leash walking using rewards increases the dog's respect of their owner's authority, and thus they come to rely on the owner to signal them that new things they may be experiencing are okay. Over time, rewarding good behaviors with delicious treats that are healthy allows these behaviors to become second nature to the dog.

¹ Reynolds, Gretchen. (2017, June 8). Better Health Through the 'Lassie Effect.' *NY Times*. Retrieved from <https://www.nytimes.com/2017/06/08/well/family/better-health-through-the-lassie-effect.html>



Ultimately, Dr. Dalton believes that all dogs should be walked regularly, regardless of size, as part of effective training and positive reinforcement. By using Dr. Dalton's Premium Treats combined with positive reinforcement, dog owners can strengthen their bond with their dog and keep them healthy with high-grade meat protein snacks that are free of preservatives and additives. To purchase Dr. Dalton's Premium Treats or read Dr. Dalton's blog for more information on how to train dogs using treats and positive reinforcement, visit www.drdaltons.com.

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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