



## Press Release

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**FOR IMMEDIATE RELEASE**

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### ***THE AMERICAN KENNEL CLUB LAUNCHES NEW TRICK DOG TITLING PROGRAM***

**New York, N.Y.** – The American Kennel Club is pleased to announce the launch of the AKC Trick Dog program. The program will include four levels allowing dogs with any amount of experience the ability to participate. Teaching their dog tricks is enjoyable for owners, mentally stimulating for their dogs and can take place at any time or place that fits their lifestyle.

“It is easy to see why trick training is becoming so popular,” said Dr. Mary Burch, AKC Canine Good Citizen and Trick Dog Director. “The primary characteristic of trick dog training is having fun. Tricks can be both entertaining and practical, such as teaching a dog ‘paws up’ for a therapy setting. Trick dog training makes a team out of the handler and dog. We hope this exciting new program will encourage more dogs and owners to become involved in training.”

All dogs (purebred and mixed breeds), can earn Trick Dog titles provided the dog is AKC-registered, enrolled with AKC Canine Partners, or enrolled in the Purebred Alternative Listing (PAL) program. The titles will be listed on the dog’s AKC record and will appear on pedigrees.

Trick titles can be awarded by AKC approved Canine Good Citizen Evaluators, and the AKC will also recognize trick titles earned through the *Do More With Your Dog* (DMWYD) organization.

“The AKC is proud to partner with DMWYD. Founded in 2005 by Kyra Sundance, DMWYD has introduced trick dog training to thousands of owners and their dogs,” said Doug Ljungren, Vice President of Sports and Events. “By providing basic training to our dogs, whether through CGC training, trick training or in preparation for AKC sports, we prepare our dogs to participate in more areas of our life. Together we encourage all owners to join the fun.”

To learn more about the AKC Trick Dog program and access the title application form, please visit [www.akc.org/trick-dog](http://www.akc.org/trick-dog).

The AKC will begin processing Trick Dog title applications on May 1, 2017.

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**About the American Kennel Club**

Founded in 1884, the American Kennel Club is a not-for-profit organization, which maintains the largest registry of purebred dogs in the world and oversees the sport of purebred dogs in the United States. The AKC is dedicated to upholding the integrity of its registry, promoting the sport of purebred dogs and breeding for type and function. Along with its more than 5,000 licensed and member clubs and its affiliated organizations, the AKC advocates for the purebred dog as a family companion, advances canine health and well-being, works to protect the rights of all dog owners and promotes responsible dog ownership. More than 22,000 competitions for AKC-registered purebred dogs are held under AKC rules and regulations each year including conformation, agility, obedience, rally, tracking, herding, lure coursing, coonhound events, hunt tests, field and earthdog tests. Affiliate AKC organizations include the AKC Humane Fund, AKC Canine Health Foundation, AKC Reunite and the AKC Museum of the Dog. For more information, visit [www.akc.org](http://www.akc.org).

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