

# Local Kennel Club

## Small Town, USA

[SAMPLE PRESS RELEASE TEMPLATE]

### News Release

FOR IMMEDIATE RELEASE

### ***[ORGANIZATION, CLUB NAME OR TRAINER NAME HERE] OFFERS NEW AKC S.T.A.R. PUPPY TRAINING PROGRAM TO [CITY, TOWN OR AREA NAME] DOG OWNERS***

***-- Owners Train Their Pups to Be Stars --***

(YOUR CITY and STATE), (DATE) — [INSERT YOUR NAME OR YOUR ORGANIZATION / CLUB NAME HERE] announced today that it is administering a new American Kennel Club® (AKC) training program geared towards puppies and their owners. The AKC S.T.A.R.<sup>sm</sup> Puppy Program rewards responsible owners who take the time to train and socialize their new puppies. The program is the puppy level of the AKC's well-known Canine Good Citizen® program. "S.T.A.R." stands for **S**ocialization, **T**raining, **A**ctivity and a **R**esponsible owner, all of the things a puppy needs to have a good life.

[SUGGESTED QUOTE IF YOUR STATE HAS PASSED A CGC RESOLUTION: "The state of [YOUR STATE NAME] has already passed a resolution endorsing the AKC Canine Good Citizen program, recognizing that responsible dog ownership is the key to resolving problems in the community," said [INSERT ORGANIZATION SPOKESPERSON OR TRAINER NAME HERE]. "It is our hope to diminish the number of dogs relinquished to shelters through the education offered by the AKC S.T.A.R. Puppy Program."]

[SUGGESTED QUOTE IF YOUR STATE HAS NOT PASSED A CGC RESOLUTION: "The AKC S.T.A.R. Puppy program teaches dogs and their owners the first important steps to becoming responsible members of the community," said [INSERT ORGANIZATION SPOKESPERSON OR TRAINER NAME HERE]. "It is our hope to diminish the number of dogs relinquished to shelters through the education offered by the AKC S.T.A.R. Puppy Program."]

To get started, owners enroll in the [INSERT NAME OF COURSE/CLASS HERE] training class instructed by [INSERT CLUB/ORGANIZATION NAME HERE] trainers. Classes will include valuable training tips for puppy owners - such as how to housetrain - and lessons on practical skills for puppies -such as coming when called. The program is open to all dogs. Puppies can begin training as soon as they have the necessary vaccines and they can enroll in AKC S.T.A.R. Puppy at any point up until their first birthday.

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“Early training and socialization are key to having a well behaved dog,” added [INSERT LAST NAME OF SPOKESPERSON USED ABOVE]. “We hope to teach owners how to start their pups off on the right paw from the very beginning.”

At the end of the training course, the instructor will administer the AKC S.T.A.R. Puppy test. Upon passing, owners and their puppies will be enrolled in the AKC S.T.A.R. Puppy Program and will receive an AKC S.T.A.R. Puppy package which includes:

- A frameable certificate
- AKC S.T.A.R. Puppy medal
- AKC Puppy Handbook
- Discount enrollment in AKC Companion Animal Recovery
- Subscription to monthly e-mail newsletter that includes training tips

AKC S.T.A.R. Puppy graduates will be encouraged to continue working towards the next step in training, AKC’s Canine Good Citizen award. Canine Good Citizen training emphasizes responsible owners and well-mannered dogs.

To sign up for classes visit [insert dog club or trainer’s web site here].

For more information on AKC S.T.A.R. Puppy, see  
[www.akc.org/starpuppy](http://www.akc.org/starpuppy)

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