

Local Kennel Club/Training School

City, State

[SAMPLE PRESS RELEASE TEMPLATE]

News Release

FOR IMMEDIATE RELEASE

[CITY] DOG ACHIEVES AMERICAN KENNEL CLUB THERAPY DOG TITLE

Therapy Dogs Provide Community Service to Help Improve the Well-Being of Others

(YOUR STATE), (DATE) — [Club/Training School's Name] announced today that [dog's registered name], owned by [city] resident [owner's name] has been awarded the American Kennel Club's new title for therapy dogs, the "ThD." Affectionately known as "[insert dog's call name]", this [insert breed] has been visiting [places where you do therapy work] since [date when you started]. [INCLUDE SOME ADDITIONAL INFORMATION ABOUT THERAPY WORK HERE, LIKE NUMBER OF VISITS, GREATEST ACCOMPLISHMENT, ETC.]

Currently, it is estimated there are 50,000 certified and active therapy dogs in the United States. Volunteerism has exploded over the past decade, especially those with dog and owner teams working in schools, hospitals, nursing homes, and at natural disasters. Therapy dog owners, and those who have benefitted from comforting visits with these special canines, have long known this treasured expression of the canine-human bond has a healing touch like no other.

"We are proud to reward therapy dogs, like [dog's call name], who provide ongoing community service to help improve the wellbeing of others, with the distinction of the AKC Therapy Dog title," said Lisa Peterson, AKC Spokesperson. "We aim to give much-deserved recognition to these hard-working therapy dogs, their dedicated owners and the therapy dog organizations for all their efforts to help mankind."

To achieve AKC's Therapy Dog or "ThD" title a dog must be certified or registered with an AKC-recognized therapy dog organization, perform a minimum of 50 documented visits and be an AKC Dog through either AKC registration, PAL listing or AKC Canine Partners enrollment. Application forms are available on the website at www.akc.org/akctherapydog. For a full list of participating therapy dog organizations, click [here](#).

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