



## **PRESS RELEASE**

### **FOR IMMEDIATE RELEASE**

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## *News Release*

### **A “KILLER DEAL” FOR THE “NO KILL” ANIMAL MOVEMENT!**

**Florida, April 2009 - The DogSmith**, a national Dog Training, Dog Walking and Pet Care Franchise operating out of Florida, is now offering deferred franchise fees on select Franchise Territories nationwide.

Niki Tudge, the founder of The DogSmith, explains the motivation for this unprecedented Franchise offering. “If we can increase the share of the pet adoption market by a mere 3% by educating qualified dog trainers committed to assisting rescue groups and shelters with training and socializing more dogs and cats thus making them more appealing to the adopting public, we can stop the killing of millions of animals each year and be on our way to reaching our ‘No Kill’ goal” says Niki. That is the mission of The DogSmith. “I developed the DogSmith training methodology because of the huge disconnect between the millions of dollars we as pet owners spend each year at groomers, dog boutiques and pet stores yet millions of adoptable dogs and cats are sentenced to death each year for behaviors and quirks that could be easily resolved with a couple of hundred dollars invested in training. So many animals are surrendered to shelters and rescue groups every year because of problem behaviors that could be remedied with just some basic training.”

Niki began her dog training career over a decade ago after having managed luxury hotels all over the world. Since she began her hotel career training and educating hotel managers it was a natural fit to combine her love and expertise for animals with her many years of experience in business and teaching.

As a professional dog trainer and dog behaviorist Niki witnessed firsthand the paradox in the number of pets coming into our homes nationwide versus the number of dogs abandoned at shelters available for adoption. Families bring more dogs and cats into their homes than there are adoptable animals in shelters (more dogs and cats are brought into homes every year from breeders and “puppy mills” than are waiting for adoption through shelters and rescue groups). So Niki decided to do something about it and committed her life, through The DogSmith, to combining her business management and teaching expertise with her unique dog training/behavior mastery to improve the relationship between humans and their pets. She felt especially passionate about the animal rescue “No Kill” movement believing that if enough dedicated dog trainers were available to assist rescue groups rehabilitate the pets in their charge, creating more “adoptable” pets, then the number of animals euthanized every year could be greatly reduced. This commitment led Niki to cofound the Alauqua Animal Refuge, an animal rescue group in Freeport, Florida, that provides refuge for more than 250 animals ranging from dogs and cats to goats, chickens and deer. Niki also serves as the Executive Director at a “No Kill” facility in Bay County Florida.

When asked why The DogSmith is offering franchises to qualified persons on such attractive terms, Niki explains that “there is a lack of affordable, humane, efficient and effective dog trainers and an even bigger shortage of dog trainers willing to give their time and services to local rescue groups. I am passionate about helping the “No Kill” movement become successful nationwide through proper, effective and humane training of our abandoned pets. My dream is to train enough DogSmith Dog Trainers and Pet Care experts to make a difference in the way we live with our pet animals.”

One of The DogSmith’s primary missions, and a requirement to attain DogSmith certification, is for each DogSmith franchise owner to partner with local rescue groups and help animal facilities become “No Kill” by supporting training and behavioral modification programs.

To prevent euthanizing millions of animals each year requires a three tiered process:

1. Support shelter management with the implementation of training programs for both employees and animals.

2. Ensure “No Kill” facilities have the expertise on hand so animals entering the system can become adoptable and that their standard of living increases and does not decline.
  
3. Prevent animals entering the system by educating pet owners on “responsible pet ownership” and how education for both dogs and humans can be affordable (preventing problems is always cheaper than fixing problems), fun and in many cases life saving. This includes an effective Spay and Neuter Program.

“DogSmith Trainers can play an integral role in each step of this process but I cannot do this alone” says Niki, “I need likeminded people to join me in making this dream a reality. We have the resources, the passion and the energy and we invite others who share these goals to join us. We are so confident in our system as a viable business plan and as the best way to make a difference in our relationship with our pet animals that we are prepared to make this unprecedented offer”.

For additional information on The DogSmith franchise opportunities or to learn more about The DogSmith contact Kris Simonich by phone at (888) DogSmith, or by email at [ksimonich@888dogsmith.com](mailto:ksimonich@888dogsmith.com). You can also visit our website at <http://www.888dogsmith.com>.

The DogSmith was formed in 2007 by Niki Tudge, a Dog Trainer and Animal Behaviorist. The DogSmith became America's Dog Training, Dog Walking and Pet Care Franchise in 2008. The DogSmith exists to enhance the lives of pets and their owners by improving their relationship and the quality of the life they share, through; providing professional support and training to pet dog owners, supporting and assisting humane societies, animal shelters and rescue organizations to minimize the number of unwanted animals and by offering affordable and professional care to family pets so that pet ownership is never a burden.  
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