Press Release Template

**Directions:**

1. **Fill in the highlighted sections.**
2. **Copy and paste the subject line, email pitch, and press release into one email. (Do not send attachments.)**
3. **Send the email to your local media any day between March 13th and March 20th.**
4. **Follow up with an email or phone call within a week of sending the email.**

# Email Subject Line:

{Insert your organization name here} brings iSpeakDog to {insert name of your city}

# Email Pitch:

I wanted to alert you to a global awareness campaign, iSpeakDog, launching March 27, 2017 that {insert your organization name here} is participating in. iSpeakDog is [The Academy for Dog Trainers'](https://www.academyfordogtrainers.com/) new website and campaign dedicated to improving the relationship and communication people have with their dogs.

Dog behavior is often misunderstood, leading to many dogs being punished or relinquished to shelters. In addition, many videos have gone viral of dogs behaving “badly,” which are, in actuality, images of very scared dogs who need help.

We want to empower dog owners with the same knowledge used by dog behaviorists and ethologists, and give people practical tips on how to respond more effectively and humanely. Our hope is that in the end lead it will lead to better bonds between people and their dogs.

We would appreciate help promoting this campaign to your readers, many of whom are dog guardians. We simply ask that you embargo the release of this information until March 27, 2017, when the website launches.

Best wishes,

{insert your name}

# Press Release:

**{Insert your organization name here} Partners with #iSpeakDog to Bridge the Communication Gap Between People and Their Dogs**

*Global Awareness Campaign and Website Launch Week of March 27 – April 1, 2017*

**Month XX, 2017, CITY, ST**: To help improve the relationship people have with their dogs, [The Academy for Dog Trainers](https://www.academyfordogtrainers.com/), [the Humane Rescue Alliance](http://www.humanerescuealliance.org/), [*The Bark Magazine*](http://thebark.com/), and [The Pet Professional Guild](http://www.petprofessionalguild.com/) have teamed up to launch iSpeakDog, a global campaign and website designed to help people better understand dog body language and behavior. {Insert your organization name here} is proud to participate as a local partner to provide resources and share knowledge with dog guardians in {City, State}.

iSpeakDog, which will launch as a weeklong campaign March 27 – April 1, 2017, comes at a time when canine behavior is being studied more than ever — revealing that people often misinterpret what their dogs are doing and saying. Sadly, millions of dogs are punished and even relinquished to shelters each year because of ‘behavior problems,’ which are often simply *dogs being dogs*.

“When people understand and appreciate dogs for the species that they are, that’s when the fun really starts,” says Jean Donaldson, founder of The Academy for Dog Trainers and author of *Culture Clash*. “Dogs chew and dig and bark and jump because these things are enjoyable to them, not because of some power struggle. With iSpeakDog, our goal is to empower people to separate out all the bad information that floods the Internet and media, and help them learn the truth about their pups so that they can respond more effectively and compassionately.”

To test if there really is a knowledge gap between what people think their dogs are doing and what is really happening, Alexandra Horowitz, renowned ethologist and bestselling author of *Inside a Dog*, conducted a study in 2009. She tested whether the infamous “guilty look” that many people claim to see in their dogs after they pee on the rug or tear up the couch is, in fact, a look of guilt. Her research found that it was not. Instead, the look represented dogs who were afraid of being punished.

Along those same lines, there are numerous videos online and on TV of dogs ‘being funny,’ but more often than not, the dogs in the videos are actually scared.

{Suggested quote. Feel free to craft one of your own instead:}“We want to clear up some of the urban legends that exist about dog behavior, so that people in our local community can differentiate between a playful, confident dog and a fearful one,” says {insert your name and title.}

The website, iSpeakDog.org, will help teach people how to figure out for themselves what their dogs are doing and why. The site will break down the common behaviors shown by dogs that tend to frustrate their guardians (i.e. jumping up on people, chewing shoes and pulling on leash) and explain the different emotional states that can drive such behavior (i.e. growling and snapping is often a sign that the dog is scared).

The iSpeakDog campaign will include dog behavior and body language educational opportunities across the globe — including a free webinar on “How to Speak Dog,” on Tuesday, March 28 at 6 p.m. E.T. (iSpeakDog.org) — as well as social media events including Ask the Expert on Facebook.

{If you are hosting an event, include information and invitation here.}

**More about iSpeakDog**

Those looking to participate in the campaign on social media or to learn more should use the #iSpeakDog hashtag and follow iSpeakDog on Facebook (facebook.com/iSpeakDogWeek) and Twitter (@iSpeakDogWeek).

**About {Insert your organization name here}**

{Insert your organization’s description/boilerplate}

# # #

**Contact:**

{Name}

{Company}

{Phone number}

{Email}