



MEDIA RELEASE

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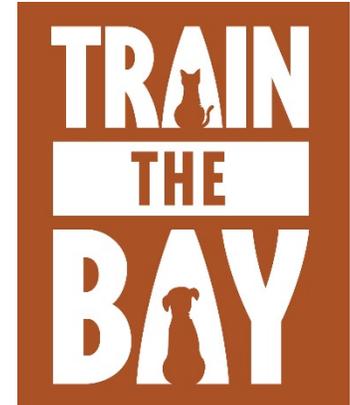
Going Back to School is for the Dogs

Berkeley Humane launches new Train the Bay website

--FOR IMMEDIATE RELEASE--

(Berkeley, CA) August 30, 2018 — September is the time of year when families all across the Bay Area embrace going back to school, but don't forget your canine companions. Berkeley Humane's professional trainers would like to remind the Bay Area community that your four-legged friends, young and old, can equally benefit from going back to school! Puppies ready to start training school for the first time or senior dogs looking to learn new tricks – we have engaging canine courses designed to fit you and your pet.

"We have been training dogs and their people for over 30 years," stated Jeffrey Zerwekh, Berkeley Humane Executive Director, "We have seen firsthand that even just a few hours of training can have a profound impact on creating a better home environment for the entire family."



Keeping dogs in school has several benefits: it can help resolve behavior challenges, it will educate you, and it will also help steer you toward your goals. That's why Berkeley Humane is excited to announce our new Train the Bay website at: www.trainthebay.org. Train the Bay is the pet behavior and training program of Berkeley Humane. It offers appropriate socialization and training, which helps you and your dog understand how to behave in each situation you encounter.

Train the Bay is based on scientifically-proven positive reinforcement — using food, toys, and fun. It is also designed to provide your pet with both mental and physical exercise. Going to school with your dog has many social benefits, too. Some students even pair up with compatible classmates for play or training sessions outside of class. Now has never been a better time to go back to school...with your dog!

ABOUT TRAIN THE BAY

Train the Bay is the pet behavior and training program of Berkeley Humane. Berkeley Humane is a trusted leader in animal training, offering a wide variety of classes from behavior modification to classes for fun and competition. Berkeley Humane's training program was established in 1985, and an estimated 30,000 families have graduated from our courses. Berkeley Humane is sustained by contributions and is an independent 501(c)3 non-profit organization (EIN #94-1347069) not affiliated with, nor receive funding from, the government or local/national animal welfare organizations.

ABOUT BERKELEY HUMANE

With its origins dating back to 1895, today Berkeley Humane serves the people and animals of our community by providing life-saving programs for cats and dogs, cultivating compassion, and strengthening the human-animal bond. With the support of a dedicated and talented volunteer and staff team, Berkeley Humane intakes animals from municipals shelters around the Bay Area who are often in need of medical care, improved nutrition, enrichment, and lots of love. Last year Berkeley Humane conducted over 1,000 adoptions and touched almost 1,000 additional pets through related services.

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