

Sample Letter to the Editor

Dear Editor:

Each year, the Association of Professional Dog Trainers, the largest professional association for dog trainers in the world, proclaims January "National Train Your Dog Month." This campaign's goal is to promote the importance of training and socialization to all dog owners.

According to the Humane Society of the United States, between six and eight million dogs and cats are turned in to animal shelters each year, and about four million are euthanized for lack of good homes. Studies by the National Council on Pet Population Study and Policy have found that most dogs (and cats) are turned in to shelters for common behavior and training issues that could easily be solved with the assistance of a professional. In fact, research has found that training and socializing dogs when they're young can reduce or even eliminate behavior problems in the future.

Since January is the time for New Year's resolutions, it is the perfect time for the dog owners of **{insert name of town/city/state here}**, and those who may be considering getting a dog, to learn about the importance of training for their pet. The APDT web site has a wealth of helpful information for pet owners at www.apdt.com/petowners. APDT's other sites, www.trainyourdogmonth.com and www.mydoghasclass.com have additional tips and resources for dog owners. Free webinars and social media chats will occur during the month of January as well (a full listing can be found at www.trainyourdogmonth.com).

APDT and its over 6,000 member trainers are dedicated to helping keep dogs in homes, in showing dog owners how to fully enjoy and have fun with their dogs, and to experience the joys of having a well-trained dog.

{If you will be hosting an event, add information and an invitation here.}

Sincerely,

{put your name and business info here}