

FOR IMMEDIATE RELEASE

Pet Sitters Celebrate National Dog Day on August 26

NAPPS encourages pet parents to recognize the importance of dogs on this special day

MOUNT LAUREL, N.J. July 29, 2011— This August 26, the National Association of Professional Pet Sitters (NAPPS) is encouraging pet lovers to demonstrate their appreciation and admiration of man’s best friend on National Dog Day. Founded in 2004, National Dog Day gives dog parents the chance to recognize the importance of dogs in their lives. NAPPS encourages dog parents to take time throughout the day to recognize and honor their dog.

“NAPPS realizes that dogs are an important part of the family, and National Dog Day is a wonderful opportunity to give back to your loving dog for the comfort and safety that they provide to their owners. Make the extra effort this week to not only recognize your dog, but also help a dog in need,” says John D’Ariano, President of the National Association of Professional Pet Sitters.

NAPPS provides the following suggestions for celebrating the day, and pampering dogs with the extra love and care they deserve:

- Reward your dog with his or her favorite treat.
- Does Fido love playing fetch? Tack on an extra five minutes of play time every day.
- Simply rub your dog’s tummy. Dogs appreciate the smallest gestures!
- Make a donation to a shelter or rescue organization in your dog’s name.
- Take an adventure with your dog – perhaps trying out a new trail or walking route.
- Load your dog in the car and take him out for a drive on a nice day.
- Give your dog a new toy, or maybe even a new bandana, to make them feel extra-special on this day.
- Invite your dog to sit with you while you read or watch television. Let him lean on you or put his head on your lap.
- Give your dog a gentle grooming session with extra time for a pet massage.
- Every dog loves a bone! Give your dog one of his favorite bones to chew on.

“If you don’t have a dog, National Dog Day is a wonderful opportunity to adopt or volunteer,” reminds D’Ariano. “Many animal shelters and rescue organizations have volunteer programs, and always welcome pet adoptions by qualifying families.”

About NAPPS: NAPPS is the only national nonprofit trade association dedicated to serving the needs of professional pet sitters. The Association aims to help the pet owning public, those interested in pet sitting, and professionals engaged in the in-home pet care industry by fulfilling its vision statement, serving as “the most respected authority in professional pet sitting.” It does so by providing the tools and support to foster the success of its members. Additionally, pet parents can benefit from NAPPS’ free resources including a disaster preparedness guide, tips on how to select a pet sitter, and a nationwide referral service,. To find a pet sitter in your area, check out NAPPS’ nationwide “Pet Sitter Locator” at www.petsitters.org. For more information on NAPPS,

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