

FOR IMMEDIATE RELEASE

Parade of Puppies!

NAPPS Encourages the Celebration of National Puppy Day, March 23, 2012

MOUNT LAUREL, N.J. February 23, 2012 —Proud pet parents welcome National Puppy Day on March 23, 2012 as an opportunity to celebrate their four-legged friends and spend quality time together. Whether your pooch is cute and cuddly or feisty and furry, National Puppy Day is a holiday to celebrate and honor all playful pups.

“Puppies crave attention and their favorite thing to do is play,” said John D’Ariano, President of the National Association of Professional Pet Sitters (NAPPS). “Use National Puppy Day as an opportunity to bond with your pet. If you don’t have a puppy of your own, spend the day volunteering at an animal rescue shelter or help organize a puppy-friendly event in your area.”

NAPPS offers pet parents these suggestions for celebrating National Puppy Day:

- Treat your puppy to a walk in the park—don’t forget the leash!
- Make sure your puppy is sporting an ID tag on his/her collar, which includes your phone number and the phone number of your veterinarian.
- Hire a professional pet sitter to help implement a schedule for your growing pup! A pet sitter can help your puppy get the attention and exercise he/she craves.
- Welcome your puppy into family activities: invite him or her to sit with you while playing board games or watching television.
- Arrange a puppy play date with a friend or group of neighbors
- Use this day to evaluate your home and be sure it’s safe and puppy friendly
- Give your playful pup a toy of its own! Make sure the toy is appropriate and safe, and not intended for older dogs.
- Participate in a puppy training or socialization class and learn how to effectively communicate with your four-legged companion

If you are a new pet parent or are considering making a puppy a part of your family, but are hesitant because of a busy schedule, hire a professional pet sitter to help create and maintain a healthy and active lifestyle for your dog. Pet sitters can assist with crate training your puppy through a customized a plan, catered to you and your pup’s needs.

According to the American Veterinary Medical Association (AVMA), the socialization period for puppies is 6-14 weeks and is critical for their behavioral development. Puppies that are not properly socialized with people and other dogs are more likely to develop behavioral problems. Hiring a professional pet sitter to assist with socializing your playful pup will lessen the chances of your puppy growing into a rebellious and disobedient dog.

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, please follow [@TheNAPPS](https://twitter.com/TheNAPPS) on Twitter or join us on Facebook at facebook.com/TheNAPPS.

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