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Pet Professional Guild Appoints Local Certified Professional Dog Trainer and Certified Dog Behavior Consultant as Regional Coordinator for the Shock-Free Coalition

Localized advocacy activities will support the goal of eliminating electric shock devices in the training, care and management of pets, and call for consumer transparency for pet owners seeking professional advice

Bangor, Maine/USA – August 12, 2018 – The Pet Professional Guild (PPG) has appointed Don Hanson of Green Acres Kennel Shop, located in Bangor, Maine, as regional coordinator for Maine for its Shock-Free Coalition (shockfree.org), a global advocacy campaign which aims to end the practice of administering electric shock to train, manage, and care for pets. As regional coordinator, Hanson will work directly with PPG leadership in tandem with its legal and public relations partners to begin working on legislation worldwide.

Following a successful launch in September 2017, the establishment of regional chapters throughout the United States and internationally marks the second phase of the Shock-Free Coalition and focuses on growing the brand via localized advocacy activities. As one of the first regional coordinators, Hanson will help build their role from a grassroots level alongside colleagues both nation- and worldwide, and with PPG still taking applications for the role, many more regional representatives are set to join the initiative as it continues to build momentum.

The Shock-Free Coalition is the first advocacy program of its kind to have been initiated by a member association for pet professionals. Key goals include engaging and educating pet owners and shelter/rescue workers to help them make informed decisions about the management, care and training of the pets in their charge; building a worldwide coalition that provides pet owners access to competent, educated pet industry service providers; and creating widespread pet industry transparency and compliance regarding how professionals implement their services and communicate their philosophy to pet owners.

“The role of Shock-Free Coalition coordinator is an exciting one for individuals who are passionate about the initiative, the pledge and its goals, and who want to work closely with PPG to move our advocacy platform forward,” said PPG president, Niki Tudge. “With the added support of a legal team, this will be a dynamic and fast-paced movement. The drive to ban electric shock in the pet industry is gathering momentum and it is time for the associations and organizations representing pet training and behavior professionals to take a stand and make public policy decisions on the use and potential fallout of electric shock collars. This is a watershed moment for PPG and the lives of our pets and we are delighted to have Don Hanson onboard to support us in this very important initiative.”

“Given the growing body of scientific research, we now know that electric shock causes both physical and psychological damage to pets,” added Hanson. “As we already have highly effective, positive, humane training alternatives available to us, there is absolutely no reason for shock to play any part in the current pet industry culture of accepted practices, tools or philosophies. Unfortunately, pet owners are often unaware of the huge disparity in methods trainers and pet professionals may be using, and only find out when they are left to deal with the fallout, which includes the risk of more fearful or aggressive behavior, or indeed, a complete shutdown where no behavior is offered at all. As regional coordinator for the Shock-Free Coalition, I look forward to helping raise

awareness amongst pet owners of the risks of aversive training devices such as shock collars, guiding them towards more effective, scientifically-sound alternatives, and improving the lives of pets and their owners throughout Maine"

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About The Pet Professional Guild
The Pet Professional Guild is a 501(c)6 a member organization founded on the principles of force-free training and pet care. Its membership represents pet industry professionals who are committed to force-free training, pet care philosophies, practices and methods. Pet Professional Guild members understand force-free to mean that shock, pain, choke, fear, physical force, and/or compulsion-based methods are never employed to train or care for a pet.

About the Shock-Free Coalition
The key purpose of the Shock-Free Coalition is to build a strong and broad movement committed to eliminating shock devices from the supply and demand chain. This goal will be reached when shock tools and equipment are universally unavailable and not permitted for the training, management and care of pets. The Shock-Free Coalition believes that pets have an intrinsic right to be treated humanely, to have each of their individual needs met, and to live in a safe, enriched environment free from force, pain and fear. The initiative has been developed purposely to bring together parties that have mutual business interests and a personal investment in the welfare of pets and embraces stakeholders of similar values and interests, enabling all parties to combine their resources and become more successful in achieving the stated goals. Members of the Shock-Free Coalition consider it to be their responsibility and utmost obligation to be vigilant, to educate, to remain engaged and work toward eliminating shock as a permissible tool so it is never considered a viable option in the training, management and care of pets.

Shock-Free Coalition: https://www.shockfree.org
Shock-Free Coalition on Facebook: https://www.facebook.com/shockfreecoalition
Shock-Free Coalition Coordinator Role: https://www.shockfree.org/Coordinator

Key Pet Professional Guild Position Statements
The Use of Shock in Animal Training: http://petprofessionalguild.com/shockcollars
The Use of Remote Electric Shock: http://petprofessionalguild.com/The-Use-of-Remote-Electric-Shock
The Use of Pet Correction Devices: http://petprofessionalguild.com/Equipment-Used-for-the-Management-Training-and-Care-of-Pets