



No CAN Do™ Behavioral Training Kit

Patent Pending

The Simple, Permanent Solution To Stopping Bad Behavior in Dogs!

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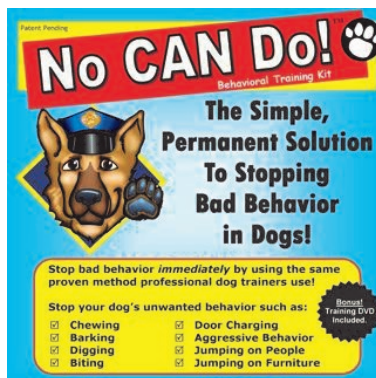
FOR IMMEDIATE RELEASE

Determined to Change Shelter Statistics San Diego Entrepreneur Invents New Solution for Bad Dogs

Across the country millions of dogs are relinquished to shelters every year. The National Council on Pet Population conducted a study to find the reasons. They found that behavioral problems, including aggression, biting and barking were some of the primary reasons. The pet industry has responded by offering various training tools to stop some behaviors, but there is a tremendous need for newer, more effective tools that can address all types of bad behavior, especially aggression.

San Diego, CA, March 3, 2008 -- When Suzanne Edwards learned that the majority of dogs given up because of behavioral problems had received no obedience training; she was determined to find an answer to a frustrating problem and hopefully make a difference.

The San Diego business owner developed the first stand-alone training solution to stopping bad behavior in dogs: the No CAN Do Behavioral Training Kit.



This training technique, or tool, has been used by professional dog trainers for many years, and is based upon utilizing *associative reinforcement* to stop the bad behavior. At the same time, it is humane and safe when used properly. The technique works because dogs are very sensitive to and are easily startled by certain sounds or noises, like thunder and lightening. If a dog is startled or interrupted while in the act of misbehaving, it will equate that misbehavior with a very unpleasant experience, and will attempt to avoid it in the future.

“I didn’t develop the kit to take the place of formal obedience training, but the fact is, most dog owners don’t take the time to train their dogs, and this alternative could literally be a life saver,” Edwards said. “This is because we have found that owners will usually keep a dog if they can find a solution to stopping the dog’s most annoying or destructive behavior”.

Recommended and Endorsed
by
Veterinarians
and
Professional Dog Trainers

“In a Perfect World, Every Home Would Have a Dog, and Every Dog Would Have a Home.”

In a survey conducted by the National Council on Pet Population, a few of the major reasons dogs are relinquished to shelters include barking, destructive behavior and biting or aggression. In addition, the survey showed that 96 percent of dogs given up to shelters have received no obedience training.

Pet retailers do offer a number of products designed to deter common undesirable behaviors.

Bark collars use a variety of ways to deter barking including shocking the dog, spraying an unpleasant odor and ultrasonic collars which emit a high-decibel sound. However, these devices only work to solve barking problems and some dog owners are wary of using electronic, shock or spray collars.

Dog owners are also looking for products to correct other behavioral problems. There are a number of products designed to address particular behavioral problems, but Edwards found no solution that solved multiple behavior problems affordably.

Edwards' kit includes a comprehensive step-by-step instructional booklet, as well as a bonus training DVD that covers facts and information about dogs and why they behave the way they do, so owners can better understand their canine companions.

“Offering this alternative, especially to those who adopt rescue or shelter dogs, has become a mission. It’s a mission to save as many dogs as possible from being abandoned, given up, or worse. Dogs rely on us for everything and they can’t live without us, so we must take responsibility for them,” she said.

Edwards has also made a commitment to donate a portion of each sale to local dog rescue groups.

For more information or to schedule an interview, please call Suzanne Edwards at 619-303-2239 or e-mail her at edwards6@cox.net
Web site: <http://www.nocando4dogs.com>

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