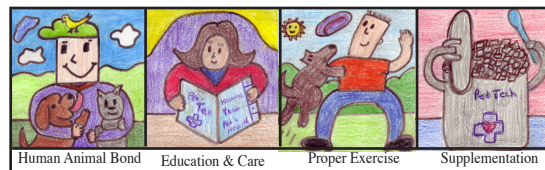




# PET FIRST AID AWARENESS MONTH



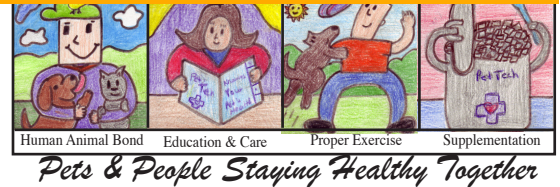
Human Animal Bond   Education & Care   Proper Exercise   Supplementation  
*Pets & People Staying Healthy Together*

## April 1-30, 2010

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 WELCOME
 

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Pet Tech®, Inc. is the first International Training Center dedicated to CPR, First Aid & Care for dogs and cats. We are proud to sponsor the eleventh Pet First Aid Awareness Month™ and we welcome everyone to participate.

In our eleventh year, Pet First Aid Awareness Month continues to be a focal point for pet owners and Pet Care Professionals. Each year we emphasize the importance of being a caring, conscientious, responsible and loving pet owner and Pet Care Professional through education and training. Our theme for this year's Pet First Aid Awareness Month 2010 (April 1-30) is "Pets & People Staying Healthy Together."

We are happy to announce our Title Sponsors, Go To Aid.com & Pet Tales TV. We recently joined forces with Go To Aid & Pet Tales TV and they are a major part of our efforts in "Improving the Quality of Pets' Lives, One Pet Owner at a Time." Just as it's important to know your pet's health and know what's "normal" for your pet so you can quickly recognize what's "not normal" for your pet, it is important to keep good records. The Snout-To-Tail Assessment Worksheet in the Knowing Your Pet's Health Pet Guide is the perfect place to record your pet's health. Visit the web site listed below for more information. ([www.DoggieDoggieAreYouOK.com](http://www.DoggieDoggieAreYouOK.com))

Our message, as always, will highlight the importance of learning the necessary skills of CPR, first aid and care for our four-legged, furry, family members. Pet First Aid is the immediate care given to a pet that has been injured or suddenly take ill. This includes home care and when necessary veterinary help. Knowing the skills and techniques of pet first aid can mean the difference between life and death; temporary and permanent disability; and expensive veterinarian bills and reasonable home care. It is estimated that 1-out-of-4 more pets could be saved if just one basic skill or technique was applied before receiving veterinary care.

Along with our ongoing message, this year, we want to promote *Pets & People Staying Healthy Together*. The five elements for optimal wellness and staying healthy include the Human-Animal Bond, Knowing Your Pets' Health, Exercise, Diet & Nutrition / Water and Quality Supplementation.

During Pet First Aid Awareness Month, April 1-30, 2010, the focus is on "Pets & People Staying Healthy Together" which will increase the quality and quantity of pets' lives.

Our Pet First Aid Awareness Month campaign will include international, regional and local events that will make an impact on the health and wellness of pets. Help us convey our message! Our e-kit is full of information and ideas on how you can participate and help pet owners everywhere.

Our pets provide us with so much joy and love in our lives. It's our turn to return the favor. Let's join and make a difference one pet owner at a time. We have included some promotional ideas and suggested guidelines for a successful event.

## TIPS & TECHNIQUES



*Pets & People Staying Healthy Together*

### Tips for adopting a healthy life-style for you and your pets!

By understanding the five elements of an optimal healthy life-style and doing your part each day your pet will have optimal health.

The Human-Animal Bond: Over 130 million dogs and cats in the United States have become an integral part of our daily lives. In the last century, they moved from the fields, to our yards, and into our hearts and homes. The medical and veterinary communities have just recently started to quantify what pet owners and Pet Care Professionals have known for years, pets provide many physical, emotional and psychological benefits. According to the American Animal Hospital Association (AAHA) survey, 82% of pet owners greet their pet before they greet their spouse!

Knowing Your Pets' Health: Pets can't tell us when they aren't feeling well. As responsible and caring pet owners, it's important to understand what is "normal" for our pets, so we can quickly recognize when they are presenting signs that are "not normal." The two most important skills in Knowing Your Pets' Health are the "Snout-To-Tail" Assessment and Worksheet and Assessing Your Pets' Vitals. The "Snout-To-Tail" Assessment is a systematic and deliberate method for evaluating your pet from their snout to their tail. To get a clear picture of your pet's underlying health, you will also need to know how to Assess Your Pets' Vitals which includes heart rate, breathing rate, mucous membrane color, capillary refill time and temperature. These skills are best learned by taking a Pet Tech Training.



## TIPS & TECHNIQUES

*Continued*



*Pets & People Staying Healthy Together*

**Exercise:** It's good for you and it's good for your pet. In a nutshell, exercise helps maintain proper weight, prevent or reduce the effects of arthritis and hip dysplasia and keeps the immune system active and functioning at its best. Regular and consistent exercise will help you and your pet feel better and live longer.

**Nutrition / Water:** Your pet needs high quality food for proper growth, development and to achieve optimal health. You are what you eat. The quality of food your pet eats has a definite affect the quality of their health. The problems associated with poor nutrition are seen every day in veterinarian offices around the world. These include; weight gain, increased risk of cancer, diabetes, heart disease, hip dysplasia, skin problems, ear problems and allergies. There are numerous options in choosing a high quality food for your pet. Do your research and choose the one that works best for you and your pet. Your pet also needs a constant supply of fresh, cool water. Point-of-use filtration is best.

**Supplementation:** Today's pet foods are marketed with the intent of being nutritionally complete and balanced. However, most don't meet the requirements for optimal health. Similar to how they market human food using the RDA standards (Recommended Daily Allowance), which doesn't promote optimal health either. Therefore, pets and people must supplement. Supplements provide the vitamins and minerals needed for optimal health and they provide the antioxidants to protect from the effect of free radicals. Oxidative stress is the damage to the cells caused by excessive free radicals in the body. Oxidative stress has been linked to over 70 diseases in the human and pet world. Your pet's defense system is best optimized with high quality, pharmaceutical-grade supplements. Nutritional supplementation is the missing key to many pets living longer, healthier lives.



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**EVENT ADVICE**


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*Pets & People Staying Healthy Together*

Pet First Aid Awareness Month gets bigger every year and it's because of the thousands of dedicated pet loving individuals who give up their time freely to organize classes and fun events for families and pet lovers to enjoy.

There are a number of events you could sponsor and it doesn't matter how big or small an event is or even what type. However, make sure that you are promoting at least one of the aims of Pet First Aid Awareness Month.

Besides promoting our ongoing message which is, the importance of learning the necessary skills of pet CPR, first aid and care, you can incorporate and emphasize some of the objectives of this year's campaign.

This year's theme is *Pets & People Staying Healthy Together*. Objectives for this year's campaign include:

- 🐾 Responsible Pet Ownership
- 🐾 The Importance of Good Nutrition
- 🐾 Supplementing Your Pet's Diet
- 🐾 The Role of Exercise and Your Pet
- 🐾 The Benefits of the Human Animal Bond

What makes your event successful is careful planning along with a healthy dose of enthusiasm from the organizer and their team of volunteers!

Pet First Aid Awareness Month events can attract new clients into your business and educate current clients about new health care procedures and trends. Your participation is limited only by your imagination. We have listed some suggestions, however we are open to your ideas and suggestions. Our goal is to increase the awareness of pet CPR, first aid and care. Pet owners want and need to learn this information. If you are looking for some inspiration refer to "Event Suggestions" for some ideas for different types of events! Choose one that fits with the amount of time, energy and resources you are able to dedicate.

Thank you for your participation in this national campaign.

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**EVENT ADVICE**


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*Continued*



*Pets & People Staying Healthy Together*

### **Guidelines For Planning the Event**

Starting early and planning is the key to the success of an event. Be sure to send press releases to maximize exposure. Have fun and remember to capture the event with photos. The following pointers will help you start to plan your events.

Select your event and/or level of participation and notify Pet Tech by phone or e-mail.

Encourage employees participation and send out news releases announcing your company's participation.

Choose your helpers carefully and make it clear to them the kind of commitment which will be required.

Determine any internal contests and prize awards and set deadlines and guidelines.

Official approval may be necessary for events using public highways and you may need approval of the local police.

When children and/or pets are involved, great care must be taken to ensure their safety. Adult supervisors must accompany children.

Provision for first-aid, water for people and pets and refreshments are recommended.

Large events require planned parking and should be arranged and the local police notified. The police will provide traffic control but may charge for this service.

Join forces with local humane societies, animal shelters, dog clubs, dog parks, etc., and donate a portion of the event's proceeds to the selected group. These organizations can also help you coordinate and offer volunteers to help.

Contact local businesses or organizations to cosponsor the event.

For events that attract public attendance, liability insurance is essential.

Booking a venue, be it a hall or playing field for an event may incur a charge. Event organizers should ensure that they have arranged funding before they commit themselves to a booking.

The event organizer is responsible for fees incurred. You can collect donations or recruit sponsors to help pay for any costs. As the organizer, you must ensure that all funds are distributed appropriately.

Send all your success stories to [Cindy@PetTech.net](mailto:Cindy@PetTech.net).

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 EVENT SUGGESTIONS
 

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*Pets & People Staying Healthy Together*

Looking for some inspiration? The following is list of some ideas and basic guidelines on how to organize a successful event.

**FREE Seminars/Workshops** - invite pet owners to a “Pet Talk.” Prepare discussion topics and promote an understanding of the health care and safety needs of our pets. Contact local schools and offer to present the educational topics. Listed below are some suggested educational topics. Thom Somes, “*The Pet Safety Guy™*” is available (based on availability) as a guest speaker to present topics too.

- 🐾 Summer Health Hazards For Pets
- 🐾 Knowing Your Pet’s Health
- 🐾 Nutrition & Supplementation
- 🐾 Putting Together Pet First Aid Kits

**“Pet First Aid Class”** - host a Pet Tech pet CPR and first aid class. If you are not a Pet Tech Instructor, you can work together with an Instructor in your area and schedule a class for your clients. It also makes a “purr-fect” fund raiser. Thom Somes, “*The Pet Safety Guy™*” is also available to teach classes upon request and based on availability. The skills and techniques of a basic pet first aid and care training should include: restraint and muzzling, CPR, rescue breathing, heat injuries, choking management, cold injuries, shock management, bleeding injuries, putting together a pet first aid kit and more.

**Pet Parades/Pet Fashion Show/Pet Walk** - work with groups in your community (i.e. Humane Society, Animal Shelter, 4H clubs, breed or agility clubs, girl and boy scouts, Elks/Moose, etc.) to organize a parade, fashion show or pet walk for the members and their pets. Serve a few refreshments. Sell tickets for a raffle. Have local businesses donate prizes. Monies collected would be given to the group or charity of your choice. You could also invite a local speaker to do a small presentation (i.e. Pet Tech Instructor can offer the “Snout-To-Tail Wellness Assessment,” Obedience Trainer could offer suggestions for dealing with aggressive dogs, etc.).

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**EVENT SUGGESTIONS**


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*Continued**Pets & People Staying Healthy Together*

**“Open House”** - invite pet owners to tour your veterinarian office or emergency care center or pet business. Explain the new services, procedures and/or products that are available for pets today.

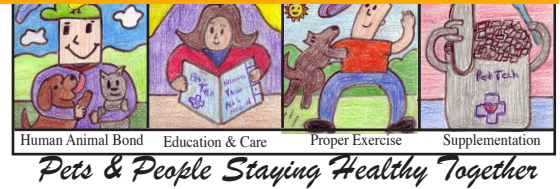
**“Pet Parties”** - sponsor a dog wash, pet adoption, blood drive, or other fund raiser. Contact your local animal shelter, humane society or pet organization and work together to make this event successful. Proceeds can be donated to animal shelters, adoption, pet therapy or any pet organization of your choice.

**Poster/Essay/Photo Contest** - sponsor a contest for local children in the community based on a related theme - “How I Keep My Pet Healthy,” “My Pet Likes.” Collect entries, post in your business location. Ask local community figure heads (i.e. teachers, principals, mayors, police chiefs, etc.) to be the judges for the contest. This can build good will in the community and provide your business with some good public relations. Award prizes for the top 3 winners. You can also do a cross promotion with other businesses and they can provide the prizes (i.e. local toy store, clothing store, bike shop, etc.)

**Pet Display at Local Library or Book Store** - displays could include pet first aid kit contents, Snout-to-Tail Wellness Assessment,

**Participation in Established Shows** - if there is an established pet event going on in your area during National Pet First Aid Awareness Month, you could get involved and promote our message.

## MEDIA EXPOSURE



These types of events capture media attention. It is an excellent opportunity to work in the important message of pet CPR, first aid and care promoting “Caring, Conscientious, Responsible and Loving Pet Ownership.” The following radio public service announcement and sample press release can be personalized to reflect your Pet First Aid Awareness Month Celebrations.

### Create A Press Kit

Following is a list of important components:

- Fact Sheet About Your Organization
- Timetable of Activities
- List of Expert Spokespeople
- Press Kit Folder
- Press Release

Be sure to personalize the information! Deliver press kits to radio, television and newspaper editors 2-3 weeks before your event. Follow-up phone calls should be placed to media contacts.

### Sample Radio Public Service Announcement

#### **Pets & People Staying Healthy Together**

Medical care for pets has come a long way and there are now lifesaving procedures available for our four-legged friends. There isn't one human procedure that is not NOW available for pets.

During Pet First Aid Awareness Month, April 1-30, 2010, take care of your pets by learning what to do in case of an emergency involving your loved one...

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**MEDIA EXPOSURE**


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*Continued**Pets & People Staying Healthy Together**Sample Press Release***Pets & People Staying Healthy Together**

Pet First Aid Awareness Month, April 1-30, 2010 celebrates the importance of learning the necessary skills of CPR, first aid and care for our four-legged, furry, family members. Pet First Aid is the immediate care given to a pet that has been injured or suddenly take ill. This includes home care and when necessary veterinary help. Knowing the skills and techniques of pet first aid can mean the difference between life and death; temporary and permanent disability; and expensive veterinarian bills and reasonable home care. It is estimated that one-out-of-four more pets could be saved if just one basic skill or technique was applied before receiving veterinary care.

Our theme for Pet First Aid Awareness Month 2010 is *Pets & People Staying Healthy Together*.

Along with our ongoing message, this year, we are promoting *Pets & People Staying Healthy Together*. The five elements for optimal wellness and staying healthy include the Human-Animal Bond, Knowing Your Pets' Health, Exercise, Proper Nutrition / Water and Quality Supplementation.

"Our pets provide us with so much joy and love in our lives. It's our turn to return the favor. Let's join and make a difference one pet owner at a time.", stated (your name and title).

Please join us (include your Celebration information). For more information, please contact (your name, phone number).

## KNOWING YOUR PET'S HEALTH



*Pets & People Staying Healthy Together*

You need to know your pet's health and how to gather the vital information. It is important to understand your pets' "normal" physical conditions so you can quickly recognize what is "not normal" for your pet.

"Know Your Pet's Health" by observing their daily activities at rest and at play. Be familiar with their physical stance, eating habits, eliminations, skin and coat and more.

This guide is perfect for pet owners and Pet Care Professionals. Just a few of the topics Included are listed below:

- *Pet Emergency Preparedness Tips*
- *Assessing Your Pet's Vitals*
- *Role of Quality Nutrition*
- *Common Plant & Household Pet Poisons*
- *The "Snout-To-Tail" Assessment*
- *Role of Exercise And Your Pet*

This pet guide is ideal for events and can be incorporated into any of our Pet First Aid Awareness Month Events. In honor of Pet First Aid Awareness Month we are offering a special. For a limited time you can receive 10 Knowing Your Pet's Health Pet Guides PLUS an acrylic countertop display for only \$99.00! To learn more or to order your Knowing Your Pet's Health Pet Guides, call 760-930-0309.

You can also become a member of the Million Petizen Rally and an affiliate. Visit [www.DoggieDoggieAreYouOK.com](http://www.DoggieDoggieAreYouOK.com) for more information. Come join the Rally and make a difference for pets everywhere!

It's Pet First Aid Awareness Month, Order Your Pet Tech Logo Wear Today!  
Go to [www.PetTech.net](http://www.PetTech.net)  
Find Rio...Click on his image...  
Place Your Order...It's That Simple!



You could look as cute as me...Woof!

## SUPPLEMENTATION AND YOUR PETS



*Pets & People Staying Healthy Together*

Supplementing your pet's diet with vitamins, minerals and antioxidants is a necessity in today's world. The plants and animals that your pet eats does not contain the amount of necessary vitamins and minerals for optimal health. Just like humans, our pets would have to eat larger quantities. In addition, crops are sprayed with pesticides and chemicals and grown in soil lacking nutrients and non-organic (and nonhuman grade) meats may contain unhealthy levels of antibiotics and/or hormones.

Supplements provide your pet with the required amounts of vitamins and minerals as well as protect your pet from the harmful effects of free radicals.

Oxidative stress is the damage of the body caused by excessive free radicals. Recent scientific research has shown oxidative stress to be the root cause of many degenerative diseases people and pets are afflicted with.

Just like humans, your pet's body does has a built-in defense system to protect it from the harmful effects of oxidative stress. However, due to life-styles, toxins in the environment and the lack of quality nutrients in the food, your pets own defense system needs to be optimized by supplementation.

By adding supplements to your pet's diet, you decrease the health risks associated with poor nutrition. Supplements support overall good health and combat the damaging effects of oxidative stress.

Living an Optimal Healthy Life Style is a choice and once started should be continued consistently day in and day out for the life of your pet. The same is true when adding supplements to your pet's diet. Supplements do not interfere with most medications your pet may be taking and once started should be continued unless your pet exhibits any negative reactions. As always, before starting any medications or supplements, please talk to your pet's veterinarian.

**FOR MORE INFORMATION ON SUPPLEMENTING YOUR PET'S DIET**

**CALL 760-930-0309 or e-mail [Cindy@PetTech.net](mailto:Cindy@PetTech.net)**

## — OUR PARTNERS / SPONSORS —



*Pets & People Staying Healthy Together*

A "BIG" Thank You to all of our Partners & Sponsors.



Pet Tech is the first International Training Center dedicated to Pet CPR, First Aid & Care for dogs and cats. The Pet Tech trainings have helped save the lives of thousands of pets that have been in emergency situations with their guardian or Pet Care Professional. [www.PetTech.net](http://www.PetTech.net)



DoggieDoggieAreYouOK.com Productions, Inc. is an "edutainment," and cause-related marketing, and production company dedicated to "Creating a richer, fuller life experience for humans and animals everywhere!"

[www.DoggieDoggieAreYouOK.com](http://www.DoggieDoggieAreYouOK.com)



PetsitUSA is one of the oldest and most recognized directories of professional pet sitters, dog walkers, and dog daycares. It was founded in 2003 to help pet owners throughout the United States locate professional, reliable pet care. Besides the directory, PetsitUSA includes a library of helpful information for pet owners and pet care providers alike. The founder, Therese Kopiwoda, is a Pet Tech instructor, social media consultant, and web designer who works with individuals and business owners to help them create and grow their online presence. [www.petsitusa.com/#ixzz0i4wpejvV](http://www.petsitusa.com/#ixzz0i4wpejvV)



The Association of Pet Sitting Excellence is a new pet place for pet sitters to share ideas, ask and get questions answered, and learn cutting edge business strategies. Founded by pet sitters Danielle Chonody and Joshua Cary, the APSE is designed for pet sitters who want to achieve pet sitting excellence. The mission of APSE is to promote, teach, and recognize excellence in the pet sitting industry by connecting pet sitting business owners and providing the knowledge, resources, and business building tools that pet sitters need to start and grow a successful and profitable business. [www.petsittingexcellence.com](http://www.petsittingexcellence.com)



GotoAID is a small company on a big mission. They want to give every human being on earth immediate access to first aid information for themselves and their pets. Due to the internet being accessible to most people on a computer or mobile device, it has allowed them to provide this potential life saving database to the masses. [www.gotoaid.com](http://www.gotoaid.com)



PetTales.TV is a New Media Channel delivering pet related content through broadband to SmartTVs located throughout Veterinary Hospitals, Clinics, Shelters, pet retailers, and other pet related businesses. [www.pettales.tv/](http://www.pettales.tv/)