



# PSI's 2012 *Take Your Dog To Work Day*<sup>®</sup> Press Kit

**2012 Event Date: Friday, June 22**

*\*The event takes place annually the Friday following Father's Day*

**[www.takeyourdog.com](http://www.takeyourdog.com)**

**FOR SPONSORSHIP OPPORTUNITIES:**

Beth Stultz • (336) 983-7747 • [takeyourdog@petsit.com](mailto:takeyourdog@petsit.com)



NationLink  
Nashville, TN



Village Green  
Farmington Hills, MI



UGL Unicco  
Arlington, VA



Cronin and Company, LLC  
Glastonbury, CT

# Dogs go to work ONE day.

## The dog “unemployment rate” is lowered FOREVER.

Created by Pet Sitters International (PSI) in 1999, the *Take Your Dog To Work Day (TYDTWDay®)* campaign encourages workplaces around the globe to open their doors to employees’ four-legged best friends for one fun Summer Friday to celebrate the great companions dogs make and to promote their adoption from local shelters and animal-rescue groups.

Friday, June 22, 2012, marks the 14<sup>th</sup> annual celebration of *TYDTWDay*. Since its inception, the celebration has grown by leaps and bounds, with more than 100,000 unique visitors to the event web site, [takeyourdog.com](http://takeyourdog.com), during last year’s core campaign dates, May-July 2011.

Businesses across the U.S. and abroad celebrate by opening their doors to employees’ four-legged friends for one day. Many participants partner with local shelters, veterinarians and/or professional pet sitters to create a full-day *TYDTWDay* event that boosts employees’ morale, strengthens community relations and most importantly, helps adoptable pets in need of forever homes.

For a list of companies participating in your area, contact Beth Stultz at [takeyourdog@petsit.com](mailto:takeyourdog@petsit.com).



GCZ Communicatie  
Arendonk, Belgium



southern star central Gas Pipeline  
Owensboro, KY



Paperwise  
Springfield, Mo

Download your **free copy**  
of the 2012 *TYDTWDay*  
Action Pack



**Bloggers, writers and reporters,** PSI appreciates your support and welcomes media inquiries! E-mail [takeyourdog@petsit.com](mailto:takeyourdog@petsit.com) or contact Beth Stultz at (336) 983-7747 to schedule an interview, request additional information or receive information on local participating businesses.

**Please note:** Articles, blog posts, etc. should properly cite the event name as Pet Sitters International's *Take Your Dog To Work Day*® in the first mention.

## PSI's Take Your Dog To Work Day® History & F.A.Q.s

- TYDTWDay® was first celebrated in 1999.
- It was created by Pet Sitters International (PSI) to celebrate the great companions dogs make and promote their adoptions.
- The event encourages employers to experience the joys of pets in the workplace for one day to support their local pet community.
- TYDTWDay is an annual event and is always celebrated on the Friday following Father's Day.
- It also accommodates cat lovers (and other pets) and those who cannot participate on TYDTWDay. The entire week leading up to the event, June 18-22, is *Take Your Pet To Work Week*™.
- PSI feels that through the events, non-pet owners are able to witness the special bond their co-workers have with their pets firsthand and be encouraged to adopt a new best friend of their own.
- An estimated 300 businesses participated in the inaugural celebration of TYDTWDay. Since that time, America's love affair with pets and interest in TYDTWDay has grown to an all-time high.
- Because of the event's growth, PSI does not have the statistics on the total number of participants. However, businesses from across the U.S. and abroad contact PSI each year to share their participation. There were more than 100,000 unique visitors to [takeyourdog.com](http://takeyourdog.com) during the summer of 2011. Reporters can [contact PSI](#) for information on local participating businesses.
- You can follow TYDTWDay on [Facebook](#) and [Twitter](#).



3.

### Media Resources

To schedule an interview, request additional information or a list of participating businesses, contact:

Beth Stultz, TYDTWDay spokesperson  
[takeyourdog@petsit.com](mailto:takeyourdog@petsit.com) • (336) 983-7747

View the latest TYDTWDay press releases & announcements.



# TYDTWDay Article Ideas



## 1. The canine unemployment rate is rising!

Surveys show the positive impact dogs-and other pets-have on our lives. From reducing stress and anxiety to encouraging physical activity and social interaction for their owners, dogs have an important job in our lives. Yet, intake at animal shelters continues to grow at a startling rate—with an estimated six to eight million cats and dogs entering shelters in the United States each year. The Humane Society of the United States (HSUS) estimates that nearly half of these pets are ultimately euthanized.

Adopting a dog from a shelter, rescue group or humane society puts these deserving dogs to work and saves lives!

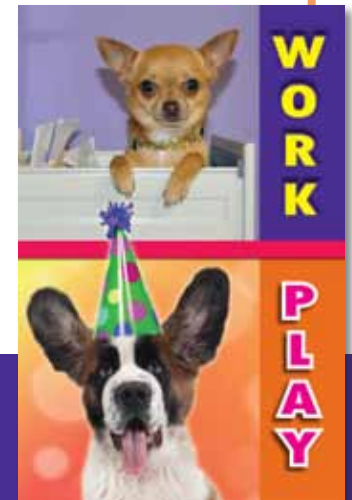
Businesses participating in *TYDTWDay* are spreading the word about the need for pet adoption. Village Green, an apartment management company in Detroit, Mich., will be hosting its 13th *TYDTWDay* celebration in 2012. The company selects a new theme for the event each year and uses the day to raise money for the Animal Placement Bureau (APB) in Lansing, Mich. Since 2000, the company's *TYDTWDay* events have raised nearly \$35,000 to help local pets in need!

PSI has also partnered with [Adoptapet.com](http://Adoptapet.com) to allow *TYDTWDay* participants and Takeyourdog.com site visitors an easy way to search for adoptable pets in their communities.

## 2. Work Hard, Play Hard—A double celebration to benefit dogs:

PSI has teamed up with pet expert Arden Moore, founder of [Fourleggedlife.com](http://Fourleggedlife.com) and creator of [National Dog Party Day](http://National Dog Party Day), to offer pet owners two ways to celebrate the great companions dogs make on Friday, June 22, 2012.

PSI and Fourleggedlife.com encourage dog lovers across the country to embrace a full day of working hard and playing hard with their dogs to celebrate the special person-pooch bond and promote pet adoption.



**Download  
logo file**

**Download  
event  
photos**

**Learn more  
about the 2012  
TYDTWDay  
Photo Contest**

# Licensing & Sponsorship Opportunities

Celebrating is encouraged. Advertising requires permission.

Please note you need PSI's permission before using *TYDTWDay*® events to advertise or promote specific products or services offered by your company. PSI encourages all employers and pet owners to observe and participate in the event, but commercial use of the event name or identity in advertising or promotion requires a license from PSI, for obvious reasons.

**Sponsorship opportunities are available for companies that are a good fit with the *TYDTWDay* mission.**

Increase your brand's influence by:

- Aligning with an popular, international cause-marketing campaign
- Reaching the more than 100,000 unique takeyourdog.com visitors annually
- Partnering with PSI, the world's largest association for professional pet-care providers

PSI's dedicated, professional staff and its public relations agency have an excellent track record of garnering positive publicity for sponsors. National, regional and international coverage has included:

The Today Show, Tonight Show, Regis and Kelly, CNN: Anderson Cooper 360, FoxNews, National Geographic Channel: The Dog Whisperer, *Newsweek*, *USA Today*, *Dog Fancy*, TV affiliates and major daily newspapers across the nation.

If you're interested in that, [we'd love to hear from you](#), and we'll be happy to fill you in on licensing and sponsorship opportunities.



Learn more about the  
2012 *TYDTWDay*  
Partners

Adopt a Pet  
.com



dog  
FANCY



Friday, June 20th, 2008

