

# SHOCK-FREE COALITION

## Your Email Pitch:

I wanted to alert you to a global initiative, the Shock-Free Coalition, launching September 25, 2017, that {insert your organization name here} is participating in. Led by the [Pet Professional Guild \(PPG\)](#), an international member association for animal behavior and training professionals, the Shock-Free Coalition aims to end the practice of using electric shock to train and care for pets.

It is astounding that in the 21st century it is still completely legal in many countries for pet owners to deliver an electric shock to a collar worn by their cat or dog via the simple press of a button from a remote control. It is especially astounding that shocking pets is even legal, when countless studies, conducted by veterinary scientists and canine behavior specialists, indicate that using pain and fear to train animals can cause physical injury, as well as a host of psychological issues that may include their becoming fearful of other animals and people — and potentially aggressive towards them as a result.

We would greatly appreciate your help in promoting this worthy campaign to your readers, many of whom are pet owners. Pet owners are not always aware of the potential fallout of training methods such as these and it is PPG's mission to educate them so they can make better choices for their pet's well-being.

Please note, the release of this information is embargoed until September 25, 2017, when the campaign and website officially launch. Do let me know if you require any further information.

Best regards,

{insert your name, title and credentials here}

{insert your organization name here}

**Email Subject Line:**

{Insert your organization name here} brings the Shock-Free Coalition to {insert name of your city}

**Press Release:**

**{Insert your organization name here} Joins the Pet Professional Guild's #ShockFreeCoalition to End the Use of Electric Shock as a Training Tool for Pets**

*Global Advocacy Campaign and Website Launch Takes Place September 25, 2017*

**Month XX, 2017, CITY, ST:** For the welfare of pets and those around them, and to improve the relationship people have with them, the Pet Professional Guild (PPG), an international member association for animal behavior and training professionals, is launching a global advocacy campaign and website to end the practice of using electric shock to train, manage, and care for pets. {Insert your organization name here} is proud to participate in this worthy initiative as a local partner, to provide resources and share knowledge with pet owners in [City, State].

PPG's **#ShockFreeCoalition**, which will launch as a week-long campaign from September 25 – October 1, 2017, comes at a time when animal behavior and emotions are being researched more than ever before. Countless studies, conducted by veterinary scientists and canine behavior specialists worldwide, indicate that using pain and fear to train animals risks causing physical injury, as well as a host of psychological issues that may include a pet becoming fearful of other animals and people — and potentially aggressive towards them as a result.

The goal of the **#ShockFreeCoalition** is to build a strong and broad movement committed to eliminating shock devices from the supply chain once and for all. Though electric shock in animal training is currently banned in a handful of countries, it is still legal in [name your state and/or country if applicable], the United States and many other countries worldwide. Part of the **#ShockFreeCoalition's** remit is to educate pet owners and shelter/rescue workers to help them provide the pets under their charge the best care and training, and to help owners find competent, professional pet industry service providers whom they can trust to use only humane practices.

“What’s so sad is that most people do not realize that they are hurting and scaring their pets with electric shock training devices,” said Niki Tudge, president and founder of PPG and the **#ShockFreeCoalition**. “Unfortunately, they often find out the hard way when their pet becomes shut down from fear, or aggressive towards people and/or other animals, as fallout from the electric shock. Fear is incredibly easy to instill in any animal, and exceptionally difficult to get rid of. These pet owners end up facing a long road of hard work that can require a tremendous amount of patience, time and money to help their pet overcome this newly — and unnecessarily — created fear. Indeed, in all too many cases, a pet may end up being abandoned in a shelter, inaccurately labeled as “aggressive,” or euthanized.

“The pet training industry is entirely unregulated at present, meaning that anyone can say they are an animal trainer or behavior consultant,” Tudge continued. “As a result, those who call themselves dog trainers, or even “dog whisperers,” may still be utilizing outdated punitive methods, such as disc throwing, loud correctional “no’s” and, in some cases, more extreme tools such as electric shock collars, choke chains and prong collars. All of these are, sadly, still at large. They are training tools that, by design, have one purpose: to reduce or stop behavior through pain and fear.”

Global leaders in the animal welfare, veterinary, behavior and training worlds — such as celebrity dog trainer, Victoria Stillwell; best-selling author and ethologist, Marc Bekoff Ph.D.; and renowned author, veterinarian and certified applied veterinary behaviorist, Dr. Karen Overall — have lent their voices to the **#ShockFreeCoalition** to help educate pet owners and professionals on the dangers of these devices.

“Electric shock has no place in modern dog training and behavior management,” author and founder of San Francisco, California-based The Academy for Dog Trainers, Jean Donaldson, wrote in her statement for the Coalition. “It is never necessary and is inhumane and side-effect laden. I know of no valid argument for the continued sale of these devices.”

{Suggested quote. Feel free to craft one of your own instead:} “Our goal is to spread the word about the dangers of electric shock collars, and teach people in our community about effective, humane ways to train and care for their pets, to keep everyone safe, healthy and happy,” said {insert your name, title and name of your organization.}

In addition to hosting a pledge document for signatures, the **#ShockFreeCoalition’s** website ([www.shockfree.org](http://www.shockfree.org)) will be a clearinghouse of position statements, scientific studies, articles, videos and research on the dangers of electric shock. The site will also provide guidance on humane training practices and how to find educated pet care professionals who use scientifically-informed, humane, force-free practices.

Events during the campaign week will include an “Ask the Expert” Facebook chat with Jean Donaldson, on September 27, 2017 at 3 p.m. E.T., and a special “Shock-Free” edition of the PPG World Service live radio show/podcast with Marc Bekoff Ph.D., on October 1, 2017 at 4 p.m. E.T.

{If you are hosting an event, include information and invitation here.}

### **The #ShockFreeCoalition on Social Media**

To participate in the campaign on social media or learn more about it, use the #ShockFreeCoalition hashtag and follow PPG on Facebook ([facebook.com/PetProfessionalGuild](https://facebook.com/PetProfessionalGuild)) and Twitter (@PetGuild).

**About [Insert your organization name here]**  
Insert your organization’s description/boilerplate

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**Contact:**

{Name}

{Company}

{Phone number}

{Email}