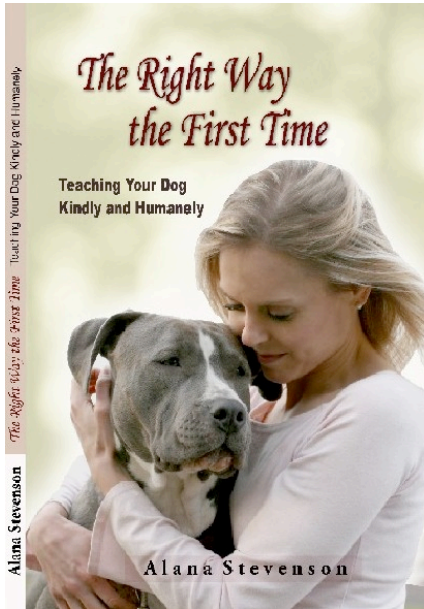


For Immediate Release

Dog Training Book Promotes Compassion to Animals



Alana Stevenson's book, *The Right Way the First Time, Teaching Your Dog Kindly and Humanely*, teaches people how to teach their dogs with respect, compassion, mutual understanding and love. Alana Stevenson explains how dogs think and how to teach them in a positive way without using abusive training approaches, such as alpha rolling, scruff shakes or using pinch, choke or shock collars.

Unfortunately, most training methods are based on a dominance/submission methodology of training which perpetuates abuse to dogs and causes a lot of misunderstandings between people and dogs. Due to aversive training methods, such as choking, pinching, scruff shakes, growling in a dog's face, and the use of shock collars, dogs are subjected to abuse and stress. Because of this, they often lash out in a redirected way, by aggressing towards owners, strangers and/or other dogs. People fail to realize that they create problems in dogs. The aversive

training methods that are so popular fail to remedy problems people have with their dogs, and make problems much worse, tending to create aggressive and anxious behaviors. Most dogs end up at shelters and are then euthanized because people do not know how to address behaviors correctly and have created problems, through punishments, that are entirely preventable!

In the *The Right Way the First Time, Teaching Your Dog Kindly and Humanely*, Alana explains how dogs learn and the best ways to teach them in an easily understandable fashion, and teaches people how to care for their dogs in a compassionate way without the use of choking, shocking, pinching or other punishments. By making people aware of how dogs understand and interpret the world, and why punishment training is so harmful, more people and dogs will naturally benefit.

Alana Stevenson is available for radio interviews and talk shows and can be called via (617) 548-2797 or contacted through her professional website at www.K9Kitty.com

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