

The Yellow Dog Project

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FOR IMMEDIATE RELEASE

The Yellow Dog Project is a global movement for owners of dogs that need space. It hopes to educate the public and dog owners to identify dogs needing space, promote appropriate contact of dogs and assist dog parents to identify their dog as needing space.

Yellow Dogs are dogs who need space - they are not necessarily aggressive dogs but more often are dogs who have issues of fear; pain from recent surgery; are a rescue or shelter dog who has not yet had sufficient training or mastered obedience; are in training for work or service; are in service; or other reasons specific to the dog.

The Yellow Dog Project seeks to educate appropriate ways to approach or make contact with a dog with permission of a dog owner only, whether or not a dog is a "yellow dog". They also seek to promote the use of yellow ribbons to identify yellow dogs needing extra space.

The Yellow Dog Project was started by Tara Palardy; a dog trainer in the city of Red Deer, Alberta, Canada. In a statement to supporters, she said, "I started to teach owners how to deal with their yellow dogs and that's where this whole thing started - locally." She is also the manager of a dog daycare in the same city; volunteers every Sunday to the Central Alberta Junior K9 Club; and provides dog walking services.

About the project Tara says, "I had no idea thousands of people would join. I figured some friends, other trainers...but nothing global. And Surprise! Here we are."

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The Yellow Dog Project can be found via their website <http://www.theyellowdogproject.com>, their Facebook social media page "The Yellow Dog Project", their Twitter account @yellowdogproj, and by email info@theyellowdogproject.com

History

My name is Tara, and I started The Yellow Dog Project in Red Deer, Alberta, Canada. I am a positive reinforcement trainer and ran into a number of clients who complained about people approaching their dogs, kids getting too close to their nervous dog, or even puppies who jump all over people. These people needed something to help identify their dogs as not being approachable, or needing a moment of training before being approached.

Although not the FIRST Yellow Dog idea (I had seen two posters previously on Facebook, one from Gulahund and one from a pitbull advocacy site), We are THE Yellow Dog Project. We introduced our page to 250 of my friends and clients on September 13, 2012, and 6 months later, we have 15k+ followers on the Facebook page alone. We also put up our website, and subsequently had requests for translations. Our original poster was created by Lili Chin of www.doggiedrawings.net and has been translated more than 20 times!

We began producing our ribbons in late January 2013, after multiple colour trials. While we encourage people to use their own materials, like ribbon, duct tape or poop bags, we have had numerous requests for a standard yellow ribbon.

As a not for profit organization, all of our monies raised/donated are used to buy more material for ribbons, t-shirts for our representatives, and posters for display.

We encourage people to find their local positive reinforcement trainer and look for programs to help their pets. From Grisha Stewarts "Behaviour Adjustment Training" to fearfuldogs.com; Victoria Stillwell to Karen Pryor; Ian Dunbar to Dr. Sophia Yin - we encourage all forms of positive training to help yellow dogs.