



FOR IMMEDIATE RELEASE

MEDIA RELEASE

---

## **Humane Society Partners with Virtual Dog Training Company GoodPup for Easy-to-Access Training Solutions**

**KITCHENER & STRATFORD, ONTARIO:** The Humane Society of Kitchener Waterloo & Stratford Perth (HSKWSP) is thrilled to announce that they have partnered with GoodPup, a 1-on-1 positive reinforcement training service that you can access virtually at home and on your own schedule.

“GoodPup is a fantastic option for pet parents to access positive reinforcement training from anywhere at any time! We want to prevent families from having to relinquish their pet, and an easily accessible training option is a big help,” stated Amanda Hawkins, senior manager of animal care, HSKWSP.

HSKWSP is committed to keeping people and pets together where possible. With behaviour being one of the top reasons dogs are surrendered to shelters every year, the Humane Society is hoping that this service will help keep families together. GoodPup is aimed at helping every dog family live their best lives and support them through training that is effective, affordable and rewarding. Training sessions can be scheduled between 9 a.m. and 12 midnight, with same-day training appointments available, along with 24/7 chat support.

“Our adopters and local pet parents may have a hard time accessing training – positive reinforcement trainers are in high demand, owners may not live close to a trainer, or available training times may not be conducive to someone’s work or home schedule. The GoodPup app eliminates that and makes training incredibly easy to access,” added Hawkins.

At \$29 USD weekly, GoodPup offers affordable options to anyone looking for training and support for their dog. Through their easy-to-use app, you can access:

- Certified positive reinforcement trainers
- 1-on-1 virtual training with same trainer each week
- Training appointments between 9 a.m. -12 midnight EST
- Same-day training appointments available
- 24/7 chat support for any questions (like your first puppy you just brought home!)
- Free trial week to start
- You can pause at any time and pick up later
- You can train multiple dogs on the same call

For every person that signs up for a minimum of one paid week, GoodPup will also donate \$40 USD to the HSKWSP.

For more information on GoodPup, or other behaviour and training support options for dogs and cats, visit the Humane Society’s [website](#).

*We are leaders in animal welfare in our communities and committed to promoting the human-animal bond, while focusing on the responsible treatment of animals through education, collaboration, compliance, advocacy and care. Charitable BIN 11898 3550 RR0001*

---

**For more information or for media inquiries please contact:**

Nasreen

Marketing & Communications Specialist

[nasreen@kwsphumane.ca](mailto:nasreen@kwsphumane.ca)

---