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## FOR IMMEDIATE RELEASE

### **Good Dog! Service Companions to Share the Joys of Stress-Reduction on Black Friday**

**Orbit & Huckleberry will offer their special talents to Black Friday shoppers at Palm Springs'  
El Paseo Village**

Palm Springs, Calif (November 26, 2014) – Black Friday is not known for being stress-free, but this year shoppers at El Paseo Village will have the unique opportunity to have a few moments of calm during the hustle-and-bustle of the day. [Good Dog! Autism Companions](#) Orbit and Huckleberry, along with founders Rick and Laura Sylvester, will share a little holiday cheer with shoppers that wish to de-stress with some Good Dog! Therapy – wags, pets and interaction – much like children with Autism Spectrum Disorders experience. They are hoping to spread the word about the positive impacts of human/canine connection, while raising awareness for #GivingTuesday.

[Good Dog! Autism Companions](#) is a registered non-profit that works to place a trained, service companion dog with qualified families that have children with Autism Spectrum Disorders. As part of [#GivingTuesday](#) – a global day dedicated to giving back – Good Dog! launched an [Indiegogo.com campaign](#) to help raise funds to make placing a fully-trained companion dog more efficient than the 2 years it currently takes.

“It has been scientifically proven that service dogs reduce the stress hormones in children with autism,” said Laura Sylvester, co-founder and director of [Good Dog! Autism Companions](#). “We wanted Black Friday shoppers to experience the same stress reduction while we share our mission of how much a service dog can open up the world for a family living with autism.”

[Good Dog! Autism Companions](#) Orbit and Huckleberry will be conveniently stationed throughout El Paseo Village to offer their services to harried shoppers:

7 a.m. to 8 a.m.	Starbucks - 73520 El Paseo Ste A1
8 a.m. to 9 a.m.	Apple Store - 73445 El Paseo
9:30 a.m. to 10:30 a.m.	William Sonoma – Gardens on El Paseo Fountain
10:30 a.m. to 11:30 a.m.	Saks Fifth Avenue – Gardens on El Paseo
11:30 a.m. to 1 p.m.	Piero’s Pizza Vino - 73722 El Paseo Suite 1
1:30 p.m. to 2:30 p.m.	SuperMutts of El Paseo - 73722 El Paseo Ste 3

Join in on #GivingTuesday and support Good Dog! [“Puppies Can Change the World” campaign](#) which continues through December 5, 2014.

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## **ABOUT [GOOD DOG! AUTISM COMPANIONS](#)**

Good Dog! Autism Companions is a 501(c)(3) non-profit organization based in Fallbrook, California. Founded in 2011, Good Dog! Autism Companion's primary mission is to provide autism service dogs for children with autism spectrum disorders. The organization also actively educates the autism community, the canine training industry, and general public about the benefits of autism service dogs.

Good Dog! Autism Companions was founded by Laura and Rick Sylvester, whose son Elliot was diagnosed with autism at age two. After seeing the powerful difference a service dog made in their son's life, they were inspired to create an organization that would allow other families to also provide their child with an autism service dog. GoodDog! has successfully trained and matched service dogs to 16 families and has a continuously growing waiting list of families waiting to be matched with a dog.