



# Businesses across the country and abroad will be going to the dogs on Friday, June 21.

PSI's 2013 Take Your Dog To Work Day  
**PRESS KIT**



**Digimarc Corporation**  
Beaverton, OR



**Blanco® Canada, Inc.**  
Ontario, Canada



**Southern Star Central Gas Pipeline**  
Owensboro, KY



**Village Green**  
Farmington Hills, MI



**Coldwell Banker**  
San Diego, CA



**PaperWise**  
Springfield, MO



**Graham Personnel Services, Inc.**  
Greensboro, NC



**GC2 Communicatie**  
Arendonk, Belgium



**Big Communications**  
Birmingham, AL



**Department of Homeland Security**  
San Juan, Puerto Rico

## FOR ADDITIONAL INFORMATION:

Beth Stultz • (336) 983-7747 • [takeyourdog@petsit.com](mailto:takeyourdog@petsit.com)

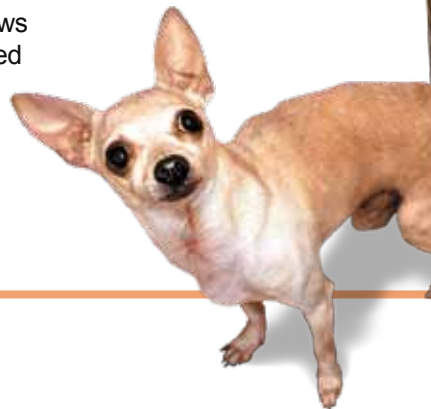
## 2. 2013 TYDTWDay® Press Kit

**Bloggers, writers and reporters,** PSI appreciates your support and welcomes media inquiries! E-mail [takeyourdog@petsit.com](mailto:takeyourdog@petsit.com) or contact Beth Stultz at (336) 983-7747 to schedule an interview, request additional information or receive information on local participating businesses.

**Please note:** Articles, blog posts, etc. should properly cite the event name as Pet Sitters International's *Take Your Dog To Work Day*® in the first mention.

## PSI'S TAKE YOUR DOG TO WORK DAY® HISTORY & F.A.Q.S

- TYDTWDay® was first celebrated in 1999.
- It was created by Pet Sitters International (PSI) to celebrate the great companions dogs make and promote their adoptions.
- The event encourages employers to experience the joys of pets in the workplace for one day to support their local pet community.
- TYDTWDay is an annual event and is always celebrated on the Friday following Father's Day.
- It also accommodates cat lovers (and other pets) and those who cannot participate on TYDTWDay. The entire week leading up to the event, June 17-21, is *Take Your Pet To Work Week*™.
- Event creator PSI is the world's largest educational association for professional pet sitters. For any day pets can't be at work, pet owners can search [PSI's Official Pet Sitter Locator](#) free-of-charge to find a local professional pet sitter.
- PSI feels that through the events, non-pet owners are able to witness the special bond their co-workers have with their pets firsthand and be encouraged to adopt a new best friend of their own.
- An estimated 300 businesses participated in the inaugural celebration of TYDTWDay. Since that time, America's love affair with pets and interest in TYDTWDay has grown to an all-time high.
- PSI does not track the day's participation rates because companies are not required to register in order to participate. However, the association's tracking tools indicate that overall involvement around the event grows each year. Last summer, more than 367,000 visitors explored [takeyourdog.com](http://takeyourdog.com) to learn more about participating in the annual event—a nearly 200 percent increase in site traffic from the previous year. Reporters can [contact PSI](#) for information on local participating businesses.
- You can follow TYDTWDay on [Facebook](#) and [Twitter](#).



## Media Resources

To schedule an interview, request additional information or a list of participating businesses, contact **Beth Stultz**, TYDTWDay spokesperson  
[takeyourdog@petsit.com](mailto:takeyourdog@petsit.com)  
(336) 983-7747

**View the latest  
TYDTWDay press releases  
and announcements.**



## Take Your Dog To Work Day® Celebrates Dogs and Promotes Adoptions.

Created by Pet Sitters International (PSI) in 1999, the *Take Your Dog To Work Day* (TYDTWDay®) campaign encourages workplaces around the globe to open their doors to employees' four-legged best friends for one fun summer Friday to celebrate the great companions dogs make and to promote their adoptions from local shelters, humane societies and animal-rescue groups.

Friday, June 21, 2013, marks the 15<sup>th</sup> annual celebration of TYDTWDay. Since its inception, the celebration has grown by leaps and bounds, with more than 367,000 unique visitors to the event website, [takeyourdog.com](http://takeyourdog.com), last summer.

Businesses across the U.S. and abroad celebrate by opening their doors to employees' dogs and hosting special TYDTWDay events. Many participants partner with local shelters, veterinarians and/or [professional pet sitters](#) to create a full-day TYDTWDay event that boosts employees' morale, strengthens community relations and most importantly, helps adoptable pets in need of forever homes.

Businesses wishing to include other pets may also take part in *Take Your Pet To Work Week*™, June 17-21.

For a list of companies participating in your area, contact Beth Stultz at [takeyourdog@petsit.com](mailto:takeyourdog@petsit.com).



2012 Photo Contest Winner  
Beverly, submitted by Katey Goorvich



Scientific Research Corporation  
North Charleston, SC



Pet Sitters International  
King, NC

Download your **free copy**  
of the 2013 TYDTWDay  
Action Pack



## TYDTWDay Article Ideas



- 1. Highlight local TYDTWDay participants:** Contact Beth Stultz at (336) 983-7747 or [takeyourdog@petsit.com](mailto:takeyourdog@petsit.com) to receive a list of participating companies in your area who have given PSI permission to share their contact information with local media.
- 2. Share tips for pet owners wanting to bring their dogs to work:** TYDTWDay, or having dogs in the office any day, can be an enjoyable experience if a few common-sense rules are followed. Check out these [seven rules for TYDTWDay success](#) or contact Beth Stultz at (336) 983-7747 or [takeyourdog@petsit.com](mailto:takeyourdog@petsit.com) for additional tips.
- 3. Celebrate local businesses using TYDTWDay to promote pet adoption:** Intake at animal shelters continues to grow at a startling rate—with an estimated six to eight million cats and dogs entering U.S. shelters each year. The Humane Society of the United States (HSUS) estimates nearly half of these pets are euthanized. Many businesses participating in TYDTWDay are using the event to highlight the need for pet adoption. One annual participant, Village Green, an apartment management company in Detroit, Mich., will be hosting its 14<sup>th</sup> annual TYDTWDay event this year. Village Green's TYDTWDay events have raised more than \$40,000 since 2000 for local pets in need!
- 4. Take Your Dog To Work Day® creator says it's okay to leave pets at home:** While thousands of workers around the globe will enjoy a fun-filled day of puppy kisses and tail wags to celebrate dogs and promote adoptions on TYDTWDay, most working pet owners are unable to take their dogs—or any pets—to the office. Pet Sitters International (PSI), the event creator, urges pet owners to look to professional pet sitters when company policies, long work days or vacations prevent them from being with their pets. PSI recommends that any pet owner who needs the services of a professional pet sitter interview the sitter in advance and ask for proof of credentials, including: insurance and bonding, background check verification, education or training such as PSI's Certification Program and client references. More [tips for selecting a professional pet sitter](#) can be found on the PSI website.



**Download  
logo file**

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event  
photos**

**Learn more  
about the 2013  
TYDTWDay  
Photo Contest**

To schedule an interview,  
request additional  
information or a list of  
participating businesses,  
contact **Beth Stultz**,  
TYDTWDay spokesperson  
[takeyourdog@petsit.com](mailto:takeyourdog@petsit.com)  
(336) 983-7747

# Licensing & Sponsorship Opportunities

## Celebrating is encouraged. Advertising requires permission.

Please note you need PSI's permission before using TYDTWDay® events to advertise or promote specific products or services offered by your company. PSI encourages all employers and pet owners to observe and participate in the event, but commercial use of the event name or identity in advertising or promotion requires a license from PSI, for obvious reasons.

## UNLEASH THE POWER OF PSI'S TAKE YOUR DOG TO WORK DAY FOR YOUR BRAND.

TYDTWDay licensees and sponsors reach a niche audience of working pet owners through:

**Alignment with a trusted brand**—Event creator PSI is the world's leading authority on professional in-home pet care.

**Online exposure**—Takeyourdog.com received more than 387K visits last summer.

**Traditional & social media promotion**—TYDTWDay has 9.7K+ Facebook fans and received more 1,400 media mentions during the 2012 campaign.

**Additional visibility through campaign partners**—PSI works with pet-industry leaders *Dog Fancy*, *Fourleggedlife.com*, *Adopt-a-Pet.com* and the Association of Pet Dog Trainers (APDT) to promote the event to their audiences and stakeholders.

We'd love to hear from you and we'll be happy to fill you in on [licensing and sponsorship opportunities](#). Contact Beth Stultz, PSI, at (336) 983-7747 or [takeyourdog@petsit.com](mailto:takeyourdog@petsit.com).



Learn more  
about the 2013  
TYDTWDay Partners:

Adopt a Pet  
Com



dog  
FANCY

