



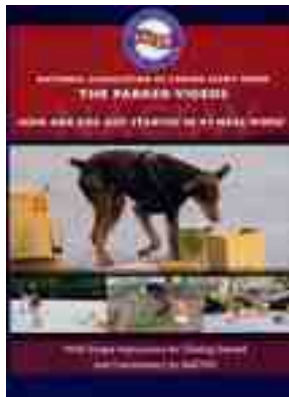
National Association of Canine Scent Work®

For Immediate Release

First K9 Nose Work® Training DVD Released On Dogwise Best Seller List

Los Angeles, CA (November 15, 2012) – The National Association of Canine Scent Work (NACSW™) has released their first K9 Nose Work DVD, “The Parker Videos: How One Dog Got Started in K9 Nose Work.” The introductory DVD follows a handler and her dog during their first eight months of training and is supplemented with commentary by NACSW co-founder Ron Gaunt. The DVD is available through Dogwise (dogwise.com).

“The sport of K9 Nose Work is growing rapidly – we experienced a 70% increase in membership within the last year – as is the demand for ‘how to’ materials. This DVD is one step we’ve taken to fulfill the call for education in the sport,” commented Amy Herot, NACSW co-founder. “After attending a weekend training workshop hosted by the NACSW, Christy Waehner, the handler in the DVD, recorded all of her dog Parker’s K9 Nose Work training sessions for the first eight months they trained in the sport. When we saw her footage, we realized that the videos captured beautifully the training philosophy that the NACSW promotes. Rather than use staged footage by advanced handlers for our first training DVD, the NACSW opted to showcase Parker and Christy’s training sessions as a model for how to get started,” said Herot.



The “Parker videos” are the cornerstone of the 41 minute DVD and are supplemented with commentary from veteran detection dog trainer, handler and NACSW co-founder, Ron Gaunt. Gaunt describes the subtleties he observes as Parker works. Viewers also get step by step instructions on how to introduce their dogs to the sport and build a solid foundation, drive, and motivation – all while the dog is having fun.

“K9 Nose Work is an activity that’s appropriate and fun for dogs of all ages, breed types, and temperaments,” noted NACSW co-founder Jill Marie O’Brien. “The simple steps laid out in this DVD make it possible for people to get started working with their dogs in K9 Nose Work in the comfort of their own homes. If they want to go farther in the sport, the DVD gives them information they need to establish the good foundation required to successfully compete. The DVD is also a great complement to joining a K9 Nose Work class taught by a Certified or Associate Nose Work Instructor (CNWI/ANWI).”

The DVD was introduced by Dogwise at the Association of Pet Dog Trainers’ (APDT) annual conference in October 2012, and immediately shot to the top of the Dogwise Best Seller list. The DVD retails for \$19.95.

About K9 Nose Work®: The activity and sport of K9 Nose Work is designed to develop a dog’s natural scenting abilities by using their desire to hunt and their love of toys, food and exercise. K9 Nose Work is fun for dogs, builds confidence, and burns lots of mental and physical energy. www.k9nosework.com.

About the National Association of Canine Scent Work® (NACSW™): The mission of the NACSW is to make the activity of K9 Nose Work safe, fun, and fair for dogs and dog lovers through the sanctioning of all K9 Nose Work activities, the training of all Certified Nose Work Instructors, and the officiating of all K9 Nose Work Odor Recognition Tests and K9 Nose Work Trials. For more information, go to www.nacsw.net.

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