



Formerly *Dogs for the Deaf*

**FOR IMMEDIATE RELEASE**

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**National Nonprofit Dogs for the Deaf Adopts New, More Encompassing Name –  
Dogs for Better Lives**

CENTRAL POINT, OR – Celebrating its 40<sup>th</sup> anniversary in southern Oregon, Dogs for the Deaf announced its new name and identity today – [Dogs for Better Lives](http://DogsforBetterLives.org). The new name reflects the organization’s expanded base of programs while maintaining its compassionate mission. The national nonprofit’s board of directors approved the new name and logo after several years of planning and preparation.

The late Roy G. Kabat founded Dogs for the Deaf in 1977 as a nonprofit focused on rescuing and professionally training [Hearing Assistance Dogs](http://HearingAssistanceDogs.org). Forty years later, Dogs for Better Lives continues to rescue and place hearing dogs across the United States.

In 2011, the organization began training and placing [Program Assistance Dogs](http://ProgramAssistanceDogs.org) with clients in schools, courthouses, counseling centers, and doctor’s offices. More recently, the nonprofit launched an [Autism Assistance Dog](http://AutismAssistanceDog.org) program, which currently is placing dogs with clients in southern and central Oregon, with plans to expand nationally.

“Our new name, ‘Dogs for Better Lives’, best encompasses who we are now, while demonstrating the breadth of our programs, reach, and impact. It enables us to grow strategically where and when it makes the most sense. What won’t change is our commitment to bettering the lives of our clients and dogs across the country, one person, one dog at a time,” stated Dogs for Better Lives President and CEO Blake Matray.

Dogs for Better Lives is currently experiencing some of the largest growth in its history. A new 18,852 sq. ft., 40-kennel training facility, to accommodate the anticipated growth in the three primary program areas, is expected to be completed and operational in Spring 2018. When the facility is fully operational, it will bring as many as 10 new jobs to the Rogue Valley, further solidifying the nonprofit’s investment in southern Oregon, while benefiting clients both locally and nationally.

“Dogs for Better Lives embodies our desire to serve a more diverse group of clients. This helps us better tell the story of the many lives transformed by the assistance dogs we are able to provide to clients – thanks to the generosity of private donors throughout the country,” said Board Chairman Ron Holzkamp.

Having successfully placed more than 1,200 dogs nationally since 1977, Dogs for Better Lives champions the power of connection: between individuals and a dog and ultimately their world. “The amazing difference we make in homes, classrooms and other settings by securing, professionally training, and placing our assistance dogs is very rewarding for all of us at Dogs for Better Lives,” said Training Director John Drach.

Recent recognition as a [Top 100 Best Nonprofits to Work for in Oregon](http://Top100BestNonprofitsToWorkForInOregon.org) (*Oregon Business*, 2017), [4-star Charity](http://4starCharity.org) (*Charity Navigator*, 2017) and an [Outstanding Corporate Citizen – Nonprofit](http://OutstandingCorporateCitizen-Nonprofit.org) (*The Chamber of Medford/Jackson County*, 2017) exemplifies Dogs for Better Lives’ dedicated commitment to bettering the lives of our clients, dogs, , community, and others around us.



*Dogs for Better Lives is a national 501(c)(3) nonprofit organization focusing on the training and placing of Hearing Assistance Dogs, Program Assistance Dogs, and Autism Assistance Dogs. Accredited by [Assistance Dogs International \(ADI\)](http://AssistanceDogsInternational.org) and recognized by [Charity Navigator](http://CharityNavigator.org) as a 4-star nonprofit, Dogs for Better Lives has been rescuing dogs, bettering lives, and providing Assistance Dogs since 1977.*