



FOR IMMEDIATE RELEASE

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Going To The Dogs in September, National Service Dog Month

CENTRAL POINT, OR – Dogs for Better Lives (DBL), in partnership with **Jimmy John’s – Southern Oregon**, is celebrating National Service Dog Month throughout September with the launch of its national [Walk Your Dog challenge](#) (peer-to-peer fundraiser), along with several local community outreach events planned.

“We’re excited to be partnering with Dogs for Better Lives during National Service Dog Month,” stated Jimmy John’s Southern Oregon Co-Owner, Kela Meredith. “We truly value the important work they do locally in our community as well as their impact across southern Oregon and even nationally.”

DBL is planning several events during September, including:

- Sept 1st – 30th, *Walk Your Dog Challenge*, <https://www.justgiving.com/campaign/walkyourdog> - National
- Tue, Sept 1st, 10:00 AM, Trainers and Dogs, Jimmy John’s (1238 South Riverside) – Medford, OR
- Tue, Sept 8th, 10:00 AM, Trainers and Dogs, Jimmy John’s (1238 South Riverside) – Medford, OR
- Tue, Sept 15th, 10:00 AM, Raisers and Puppies, Jimmy John’s (1238 South Riverside) – Medford, OR

Launching on Tuesday, September 1st and throughout the month, DBL’s *Walk Your Dog* challenge (peer-to-peer fundraiser) will be taking place nationally. The *Walk Your Dog* events will be taking place across the country, engaging hundreds of people, helping to raise awareness around the need for Assistance Dogs and highlighting the extraordinary work they do everyday, bettering the lives of humans who depend on them.

“National Service Dog Month is a great time for us to recognize all that help us accomplish what we do, from corporate partners to volunteer board members and puppy raisers to dog shelters, they all play such a critical role in helping us fulfill our mission,” stated President & CEO Bryan Williams. “We’re so appreciative of Jimmy John’s Southern Oregon’s partnership and looking forward to tracking all the *Walk Your Dogs* participants’ progress throughout September.”

To learn more about the *Walk Your Dog* challenge and how you can participate, while engaging your colleagues, friends, and family, visit... <https://www.justgiving.com/campaign/walkyourdog>

Walk Your Dog participants are encouraged to create teams on social media with friends – all working to raise dollars, with a collective goal of raising \$30,000 in 30 days. Through out September, it’s also an opportunity to further educate the public on the valuable role Assistance (Service) Dogs play in the lives of people that depend on them, helping to better their lives. DBL is also using this opportunity to promote the Puppy Raiser program and the need for more puppy raisers later this year.

To learn more about how you can take action and support DBL, visit <https://dogsforbetterlives.org/get-involved/>.



Dogs for Better Lives is a nationally recognized 501(c)(3) nonprofit organization focusing on the training and placing of Hearing Assistance Dogs, Autism Assistance Dogs, and Facility Dogs. Accredited by [Assistance Dogs International \(ADI\)](#) and recognized by [Charity Navigator](#) as a 4-star nonprofit, DBL has been rescuing dogs, bettering lives, and providing Assistance Dogs since 1977.