



FOR IMMEDIATE RELEASE

May 20, 2021

Contact: Harvey Potts, harvey@dogsforbetterlives.org, (541) 826-9220

DBL Expansion Hits Milestone With Acquisition of Massachusetts Properties For Future Northeast Campus

CENTRAL POINT, OR – On Wednesday of this week (May 15th), Dogs for Better Lives (DBL) closed on two properties in Falmouth, MA, including a thriving pet resort and veterinary clinic, that will become the future Northeast Campus for DBL.

Originally launched in Southern Oregon's Applegate Valley in 1977, DBL now encompasses two campuses and four satellite offices across the country. Over the last two years DBL has been actively searching for an east coast location, to augment its national operations, while better supporting east coast clients, donors, and volunteers.

As part of DBL's 2020 Vision and four-year strategic plan, growth and expansion are critical to acquiring, professionally training, and placing more Assistance Dogs across the country. In this case, ultimately placing more Assistance Dogs along the east coast from the Northeast Campus and relying less on cross-country transportation from the west coast.

"This is a monumental moment for Dogs for Better Lives, and one more step toward executing our four-year strategic plan, that supports the long-range vision in growing this organization into a truly national footprint," stated CEO Bryan Williams. "I'm so proud of everyone who put so many hours into making this project a reality."

The properties acquired in Falmouth, MA consist of a former veterinary clinic and an existing pet boarding facility. The pet boarding facility will continue to operate as it has been, with some significant upgrades to its facilities, including renovation of flooring in exercise areas for the dogs including indoor flooring and installation of artificial turf in all outdoor play areas.

Sarah McCracken joined DBL and its leadership team in late February and is overseeing the acquisition and management of the Northeast Campus, as its Executive Director. Sarah comes to DBL with an extensive background in Assistance Dog training and management, having most recently worked for Canine Companions for Independence in a similar role.

"Today's closing on our future northeast campus is truly a milestone for Dogs for Better Lives," stated Executive Director – Northeast Region, Sarah McCracken. "We're excited to be advancing forward on building renovations, acquiring puppy raisers, and eventually bringing dogs-in-training onto this new campus."

The existing and successful Pet Resort on the Falmouth, MA property will continue to operate, while going through some facility upgrades, mentioned above. Already, DBL's Northeast team is looking for puppy raisers, having just secured their first Massachusetts' raiser last week.

“On behalf of DBL’s National Board, we are thrilled to see this northeast campus begin to take shape, ultimately becoming our second campus, and more importantly, our east coast campus, stated Board Chairman, David Hollingsworth. “Resources, logistics, and growth, will all be in play here, as DBL further implements its 2020 Vision and strategic plan.”

To learn more about ways to support DBL and/or become a Puppy Raiser, visit our website’s “Get Involved” section... <https://dogsforbetterlives.org/get-involved/>.

♦ ♦ ♦ ♦

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

10175 Wheeler Road, Central Point, Oregon 97502 ♦ (541) 826-9220 ♦ www.dogsforbetterlives.org