



Contact: Jeanine Konopelski

(707) 577-1759

jkonopelski@cci.org

FOR IMMEDIATE RELEASE

National Graduation Day November 9th

Non-profit Canine Companions Teams Assistance Dogs with People with Disabilities

SANTA ROSA, CA – Something amazing is going to happen Friday.

54 puppies Canine Companions for Independence has raised and trained for two years will become official assistance dogs and live full time with their human companions.

Friday, November 9 is National Graduation Day. It's the culmination of hard work and selfless dedication, a shared celebration of the extraordinary chain of generosity that turns a lovable puppy into a Canine Companions assistance dog.

At graduation there is never a dry eye in the house. Breeder caretakers, puppy raisers and instructors are simply bursting with pride. Volunteers and Canine Companions staff members feel an immense sense of achievement.

Happiest of all are the graduates, people with disabilities like young girl Te'a who has cerebral palsy; David a US Army veteran wounded in Iraq; and Cristina a recent college graduate who received Hearing Dog Tatiana free of charge in 2011. Through nudges, Tatiana alerts Cristina to household sounds such as clocks, doorbells and microwave ovens. She helps Cristina lead a more independent life.

Cristina said that she connected with Tatiana immediately.

"I saw something in her eyes. She can read you as much as you can read her," says Cristina. "She changed my life in every sense of the word. She's the light of the family."

The creation of a single additional Canine Companions Team is a momentous event, forging a bond and human-animal partnership that allows a person with a disability to lead a more independent life.

That team starts with a puppy, and you. Canine Companions has an amazing new investment opportunity called the **Initial Puppy Offering™ (IPO)** campaign.

Yes, they've unleashed an IPO! To meet the skyrocketing demand for highly-trained assistance dogs, Canine Companions released a limited supply of shares of "Not So Common Stock" to fund the next great class of Canine Companions dogs for Americans with disabilities.

The Canine Companions 'Initial Puppy Offering' is cleverly modeled after a Wall Street stock prospectus 'Initial *Public* Offering', complete with a Prospectus Summary, along with tongue-in-cheek disclaimers, such as, 'The securities being offered have absolutely nothing to do with any rules pursuant to the Securities Act of 1933, and are in full compliance with all rules pursuant to

the Kindness Act of 2012. Daily emotional dividends are anticipated, and may be declared at the discretion of the shareholder’.

“Angel Investor” Eukanuba Dog Foods doubled the impact of this IPO by matching shares dollar for dollar up to \$100,000 and they’ll be **presenting that check to Canine Companions on National Graduation Day November 9th**.

It takes enormous financial resources to raise and train assistance dogs with specialized skills and knowledge of over 40 commands to help people with disabilities. Each puppy needs almost two years of proper nutrition and exercise, medical care, socialization and training.

“Whether you are one of the one percent, or part of the 99 percent, we can all agree that 100-percent of the people can get behind Canine Companions for Independence,” said Canine Companions Board Vice Chair and New York philanthropist John Miller as he kicked off the colorful new fundraising campaign for the 37-year-old non-profit.

“We want to extend our services to more veterans, to more people with disabilities, to more children who are rehabbing and going through the many issues they have to deal with”, said Miller. “We guarantee returns with our IPO. What we’re guaranteeing is you’ll get a tax deduction, and you’ll get a really good feeling knowing you’ve helped someone who really needs it. When you purchase shares of ‘Not-So-Common’ stock, you make a sound social investment that will create meaningful and perpetual returns for people with disabilities, for you and your family, for your business and for your community.”

To purchase shares of ‘Not So Common’ stock or learn how you can participate in National Graduation Day, visit cci.org.

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About Canine Companions for Independence: Canine Companions for Independence is the largest non-profit provider of trained assistance dogs with five regional training centers across the country. Established in 1975, Canine Companions provides highly trained assistance dogs to children and adults with disabilities and is recognized worldwide for the excellence of its dogs, and quality and longevity of the matches it makes between dogs and people. There is no charge for the dog, its training and on-going follow-up services. For more information, visit cci.org or call 1-800-572-BARK.