

The Tail End



YELLOW RIBBON LEASH CAMPAIGN

The Yellow Ribbon Campaign or **Yellow Dog** is a project that started in Europe is taking off in the USA, and it seems very sensible. A Yellow Ribbon is tied to a dog's leash to notify people that they need to give that dog space while out walking in public and in parks.

The idea is that some dogs need room because of temperament, training or health concerns. The yellow ribbon may signify that the dog has health concerns—like kennel cough or an injury. It could also mean that the dog is in training, is a recent rescue and possibly shy. Or it's simply a dog that doesn't really like other dogs coming up to it to say hi.

The campaign is designed on the principle of respect—you see a yellow ribbon so you give that dog space. You can read more on this campaign here: http://www.gulahunnd.se/default_en.asp.

If you want to adopt this idea to your local dog park, then you need to let people know through posters and fliers. You can also find their official Facebook page by just doing a search for Yellow Dog.

DISCOUNT DRUGS GIVE ASSISTANCE DOGS HELP

This month, leading Australian pharmacy group **Discount Drug Stores** is for the first time joining forces with **Assistance Dogs Australia** by launching a fundraising drive in all of its 100 stores to help the charity that gives Australians with a disability a new lease on life.

A service that uniquely trains dogs to help Australians with a disability perform daily tasks more easily, it is the first year that Discount Drug Stores has linked with Assistance Dogs Australia, with the pharmacy group hoping to raise much needed funds for the charity.

Established sixteen years ago, Assistance Dogs Australia trains dogs to help those with physical disabilities. Assistance Dogs are taught to take on daily tasks that people who use wheelchairs find difficult, if not impossible, to perform.

It's an incredibly worthwhile cause that can transform lives, but it's also unfortunately expensive with each puppy costing roughly \$27,000 to train. Top Dog at Assistance Dogs Australia Richard Lord is therefore always grateful to receive support from organisations like Discount Drug Stores, saying it ensures the charity can continue on its mission to help Australians in need.

The first year that it has linked with Assistance Dogs Australia, Discount Drug Stores is also sponsoring its own puppy, named **Dee Dee**, who is currently going through the two year training process to become an Assistance Dog.

Whilst it's intensive, the dogs thoroughly enjoy their training and the end result is a highly skilled dog that can perform a number of different tasks from helping their owner to get in and out of their wheelchair, to change their clothes, to open doors or to pick up dropped items or find the phone in an emergency.

