



**MEDIA ALERT
FOR IMMEDIATE RELEASE**

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Petco Foundation Invests in Early Alert Canines' Life-Changing Work Supporting Helping Heroes

Investment of \$2,500 will extend efforts to help pets and people on the West Coast live their best lives

WHO: The Petco Foundation recognizes Early Alert Canines' success in its mission to help people live their best lives with support from service animals.

WHAT: Early Alert Canines received a Helping Heroes grant investment of \$2,500 from the Petco Foundation which will extend its ability to place life saving medical alert service animals.

HOW: Early Alert Canines works to train service dogs to alert on the high, low, and changing blood glucose levels of people with insulin dependent diabetes. Investments are made possible through the Petco Foundation's annual Helping Heroes campaign which takes place each October in Petco locations nationwide.

WHEN: A stakeholder and media event with Early Alert Canines and the Petco Foundation will take place at Unleashed! by Petco on Saturday, Oct 12 to celebrate this investment and all it will accomplish.

WHERE: 4460 Tassajara Rd a, Dublin, CA 94568

For more information about Early Alert Canines, visit EarlyAlertCanines.org. For more on the Petco Foundation, visit petcofoundation.org and join the conversation on [Facebook](#), [Twitter](#) and [Instagram](#) by using the hashtag #PetcoFoundation.

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About Early Alert Canines

Early Alert Canines (EAC), established in 2010, operates out of its training facility in Concord, CA and places dogs with insulin-dependent diabetics living in CA, OR, WA, and NV. EAC trains "diabetes alert dogs" (DADs) to recognize the biochemical scent that the body emits as the blood glucose begins to change, thus avoiding acutely dangerous hypoglycemia and long-term diabetes complications. Our dogs keep our clients' blood glucose levels in better control, often beating the best glucose monitoring technology on the market by as much as 30 minutes.

By the end of October 2019, we will have placed 60 medical alert service dogs, about half of which were placed with children and teens under 18. EAC works in partnership with Canine Companions for Independence and Guide Dogs for the Blind which serve as our primary source of career change dogs that participate in our program. EAC is an accredited member of Assistance Dogs International (ADI).

About the Petco Foundation

At the Petco Foundation, we believe that every animal deserves to live its best life. Since 1999, we've invested more than \$260 million in lifesaving animal welfare work to make that happen. With our more than 4,000 animal welfare partners, we inspire and empower communities to make a difference by investing in adoption and medical care programs, spay and neuter services, pet cancer research, service and therapy animals, and numerous other lifesaving initiatives. Through our Think Adoption First program, we partner with Petco stores and animal welfare organizations across the country to increase pet adoptions. So far, we've helped more than 6 million pets find their new loving families, and we're just getting started. Visit petcofoundation.org to learn more about how you can get involved.