

GOOD DOG SA LAUNCH

The launch of www.gooddogs.com in Adelaide dragged famous Adelaide faces and their pooches out from under their doonah covers in June.

The launch was held in Rundle Mall on a cold and blustery winter's day with the celebs and best friends warmed the cockles of everyone's hearts by proudly showing off their canine companions and their wonderful manners.

With over 15 dogs of varying breeds, colours, sizes and ages all the dogs were very well behaved and were keen to meet and greet each other.

Local Adelaide celebrities who attended included :

Luke Jacobz (McLeod's Daughters, Nine Network), Andrew 'Così' Costello (Triple M), Nicky Barnett (Network Ten), Corey Wingard (Network Ten), Troy Gray (Nine Network), David Cooper (Adelaide 36ers), Melody Horrill (Seven Network), Pam Phillis and her dogchild Gomez (mother of Port Adelaide players Chad and Cane Cornes), and Dale Lewis (SAFM).

Over the weeklong launch, the general public was invited to attend the informative and interactive events held in Rundle Mall. People were able to talk to breeders, pat the dogs, watching training sessions; and they asked a lot of questions from the trainers. Council representatives were able to provide the public with information on being a responsible dog owner.

Newly launched www.gooddogs.com encouraged and promoted the six key messages

1. Be a responsible dog owner. Each year, dogs bite more than 100,000 Australians.

2. You must supervise children with dogs. Two out of three dog bites happen in the 'backyard'.

3. Teach your dog how to behave with visitors. Two out of three dog bites involve the family, neighbour or friend's pet dog.

4. Never pat a dog you do not know. Dog bites can occur when dogs are wandering at large.

5. Socialize your dog. Dog bites occur when dogs have not been taught how to act around dogs and people.

6. Never disturb a dog when it is asleep or eating. Almost 50% of all serious dog bites occur in children under ten years of age.



Luke Jacobz (McLeod's Daughters) and his doggie date. Paul Curan - MC Luke, who is currently looking at buying a puppy spent quite a bit of time on the www.goodDogsSA.com website and asking a lot of questions of the Dog and Cat Management Board and dog owners alike



David Cooper - 36ers



Pomeranian

Last week's launch of GoodDogSA.com has struck a chord with dog owners across the state. The new website has attracted over 2000 unique visitors and over 100 happy South Australian dogs have their own corner in cyberspace, with more being added everyday. Dog owners and dog lovers alike are encouraged to go to GoodDogSA.com and check out some of the doggy profile contributions including Fudge who likes running around the house with his owner's socks in his mouth; Saba who likes to meditate; Buddy and Bonnie the sibling Beagles or even Pepe the dog with a Mohawk!! Website visitors are being asked to put their dog's profile online by registering at GoodDogSA.com. People are encouraged to write creatively from the dog's "point of view" and upload up to three fabulous pictures to help tell their dogs story. The more effort and creativity – the greater the chance of becoming GoodDogSA.com's Dog of the Week.

Dog and Cat Management Board (DCMB) Executive Officer Dr Deb Kelly said "the launch was very popular and a positive start to the campaign. Web-site hits and doggy profile contributions not only show the love and devotion people have towards their four legged family member but also provides us with an excellent indication of the success of the event when we have so many people visiting the web-site".

GoodDogSA.com has been designed to provide information, tips and support to dog owners and their families to raise awareness of responsible dog ownership and to reduce the incidence of serious dog attacks in South Australia. The site is packed with activities for adults and children, is easy to navigate and provides valuable information from selecting a breed of dog that fits the potential owner's lifestyle to tips on training and socializing dogs.

"We want visitors to the web site to get excited about their dogs and evangelize the site and its core message to their relatives, friends and associates," said Dr Kelly.