



## **FOR IMMEDIATE RELEASE**

### **ANIMAL LOVERS LAUNCH NEW NON-PROFIT PAWPRINTS NETWORK**

***--Organization Dedicated to Celebrating the Relationship Between People and Pets--***

**ATLANTA, GA. – September 6, 2011** – Today marks the official launch of PawPrints Network, an Atlanta-based 501(c)(3) non-profit organization dedicated to honoring the human-animal bond. The organization provides compassionate support, after care tools, information, and educational opportunities to individuals and families caring for their aging, chronically or terminally ill companion animals.

“While caring for my beloved dog, Dakota, I was constantly looking for resources to help me cope with that difficult time in my life – and to help him as much as possible. That experience made me realize we had an opportunity to develop tools, programs and information to help people going through similar situations,” said Cathy Maher, PawPrints Network Founder.

“PawPrints is focused on supporting people in tough times and helping them become even stronger advocates for the health and happiness of their beloved pets.”

PawPrints has developed a comprehensive web site that has a wealth of reference information, resources, and links all related to assisting and connecting pet caregivers. The organization has also developed a care journal titled “dog years & cat tales,” which assists with caring for companion animals and helps guide conversations with veterinarians. All of this information and the care journal can be found at: [www.pawprintsnetwork.org](http://www.pawprintsnetwork.org).

#### **PawPrints Guiding Principles**

- We celebrate the connection between people and our companion animals
- We value the role of advocate, caregiver and decision maker for our companion animals
- We respect the relationship between individuals and families with our veterinary care providers

- We embrace compassion and empathy for pet caregivers and our beloved pets
- We respect and encourage informed choice and treatment decisions

The organization will celebrate its launch with a special event Thursday, September 22, 2011 from 6 p.m. – 8 p.m. at Georgia Veterinary Rehabilitation, Fitness & Pain Management [www.GaVetRehab.com](http://www.GaVetRehab.com) in Marietta.

PawPrints is a 501(c)(3) nonprofit organization founded in 2010, in memory and honor of the beloved pets whose unconditional love, trust and companionship open hearts and change lives. For more information, please visit [www.pawprintsnetwork.org](http://www.pawprintsnetwork.org) and be sure to connect with us on Facebook.

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