

**For immediate release**

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# DOGTOBER

**'Wear a Collar, Raise a dollar'  
....and help Assistance Dogs Australia this October**

For the first time ever in October 2009 Assistance Dogs Australia is launching its new awareness and fundraising month 'DOGTOBER'.

What better way is there to show your support of this great cause by sporting your very own dog collar and getting energised and involved?

DOGTOBER is about organising your very own fundraising event, undertaking a feat for sponsorship or just raising some awareness amongst your family and friends.

***Why not host a 'Dogs Breakfast' (morning tea) while wearing your very own designer collar? Organise a 'Dog Bowl' with your ten pin, lawn bowling or cricket club? Participate in a 'Dog Paddle' with your swimming, kayaking or nippers club? Hold a 'Dogs Eye' fundraiser by selling pies at your workplace? Or what about hosting your very own 'Howl-a-ween' party?***

These are just some of the suggestions of how you can hold your very own event or sponsorship fundraiser this DOGTOBER in support of Assistance Dogs Australia. The ideas are many and endless – [wear a collar, raise a dollar and help some in need](#).

Assistance Dogs Australia is holding DOGTOBER to raise funds and awareness for people with physical disabilities who use Assistance Dogs to be more independent and confident in the community. Service and companion dogs improve the quality of life for their new owners by helping them perform daily physical tasks and providing valuable companionship.

***Assistance Dogs Australia's Patron Her Excellency Ms Quentin Bryce AC The Governor General of the Commonwealth of Australia remarks "I have seen the immeasurable difference an Assistance Dog can make to someone with a physical disability. I am very proud to be the Patron of this cause and I encourage others to get motivated to get involved with Assistance Dogs Australia this 'Dogtober'.***

Assistance Dogs Australia aims to raise over \$250,000 which is what it costs to train and place 10 dogs. With over 50 people all around Australia waiting for one of our dogs this would be a huge help to help us help more people in need. Every dollar counts so register your event to receive your supporter pack by visiting [www.dogtober.org.au](http://www.dogtober.org.au) or telephoning 1800 688 364.

For more information visit [assistancedogs.org.au](http://assistancedogs.org.au) or [dogtober.org.au](http://dogtober.org.au)

**Media contact**

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**Images available**

Assistance Dogs Australia is a non-profit organisation founded in 1996 and is the only assistance dogs organisation in the Southern Hemisphere to be credited by Assistance Dogs International. Assistance Dogs Australia train labradors and golden retrievers to help enhance the quality of life and improve the level of independence for people with physical disabilities. As a result of the Assistance Dogs Australia program, these highly trained dogs allow recipients to have greater mobility, gain confidence and higher self-esteem.

