

# NEWS RELEASE

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## **TELEMARK TO DONATE EDUCATIONAL CD-ROM TO ANIMAL SHELTERS**

**RICHMOND, Calif., January 21, 2004** –Under a novel program to help animal shelters educate potential dog adopters, Telemark Productions is now offering to donate one copy of its interactive CD-ROM, *Telemark's Guide to Dogs*, to any non-profit animal shelter or adoption group that would like one. The shelters, in turn, can print excerpts from the *Guide's* dozens of articles and 168 breed profiles and give them to potential and new dog adopters.

The *Guide's* articles provide helpful information on such subjects as housebreaking, flea control, basic training, socialization, common behavior problems, vaccinations, health danger signs, basic equipment, and grooming. The detailed breed profiles specifically cover each breed's history, behavior and personality, special needs, health issues, compatibility with other pets and children, and trainability. Taken together, "the articles and the breed profiles go a long way toward preparing new and potential dog adopters about dog care in general and the characteristics of individual breeds in particular," says Ellen Brodsky, founder and President of Telemark Productions. "We're hoping that these educational materials will help people make good choices about the dog they want to adopt, solve the common problems that come up with any kind of dog, and provide that animal with good care—and a loving home—throughout its lifetime."

*Telemark's Guide to Dogs* was released in fall of 2003 and is currently being sold at Amazon.com, ActiveK9.com, and Telemarkprod.com. Parts of the product are currently licensed for the Web by the Iams Company. Non-profit shelters and groups will receive the special *Shelter Program Version* of the CD-ROM, and will also be able to use the software's interactive features. The *Guide's* Breed Selector, for instance, allows users to select the canine

characteristics they're looking for and then learn which breeds best fit their preferences. "This feature could be especially helpful to potential adopters if it was offered on a computer at a shelter or at adoption events," Brodsky says, "because it helps people learn which dogs, say, require a lot of grooming, or are good guard dogs, jogging companions, or children's pets." Shelters and adoption groups that want to sell or give the CD-ROM itself to clients can buy it at a special rate. Each CD purchased comes with a discount coupon for Eukanuba dog food.

To learn more about Telemark's new Shelter Program or resellers program, please contact Ellen Brodsky at [info@telemarkprod.com](mailto:info@telemarkprod.com).

### **About Telemark Productions**

Founded in 1994, Telemark Productions creates easy-to-use, high quality multimedia software products. To learn more about Telemark Productions and *Telemark's Guide to Dogs v.2.0* CD-ROM please visit [www.telemarkprod.com](http://www.telemarkprod.com).

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