



Formerly *Dogs for the Deaf*

FOR IMMEDIATE RELEASE

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#GivingTuesday Goes To The Dogs And Then Some, In Breaking Previous Record

CENTRAL POINT, OR – #GivingTuesday, November 27th this year, was a global day of giving fueled by the power of social media and collaboration.

Annually celebrated on the Tuesday following Thanksgiving and the widely recognized shopping events Black Friday and Cyber Monday, #GivingTuesday kicks off the charitable season, when many focus on their holiday and end-of-year giving.

Dogs for Better Lives (DBL) has participated in this event since 2016 and each year has surpassed its previous record of giving. In 2017 DBL had a goal of \$5,000 and bettered that with more than \$7,500 raised. In 2018 DBL had an ambitious goal of \$25,000, which was kick-started by a generous \$10,000 matching gift from Hearing Dog client and board member Dr. Danielle Rose and her husband Cameron. As of November 29th, DBL had raised \$25,120 to continue supporting our rescue efforts to better the lives of dogs and people.

“This is an impressive accomplishment for DBL and a true testament to the phenomenal investment and generosity we are blessed with, in our donors across the country and even internationally,” stated DBL Board Chairman Al Lane. “I think we’ll need to raise the #GivingTuesday bar in 2019, to support even more dogs and better more lives with these dollars.”

With the recent opening of their 18,900 sq. ft., 40-kennel Second Training Facility, DBL is now set for major expansion, with the opportunity for growth and ultimately more dogs brought into and trained on its southern Oregon Campus in Central Point.

“We’re very fortunate to have a national donor base that cares so passionately about our important work,” stated President and CEO Bryan Williams. “Dr. Danielle Rose is a great example of the passion that our donors and clients have for the mission, to train and place superior Assistance Dogs. Her experience as a successor client, ambassador, and now board member, speaks to the excellence and compassionate service that DBL strives for every day.”

For every dollar raised by DBL, \$.86 goes towards programmatic services, demonstrating the importance that the organization places on continuously being fiscally responsible with each and every donation that is received.



Dogs for Better Lives is a national 501(c)(3) nonprofit organization focusing on the training and placing of Hearing Assistance Dogs, Program Assistance Dogs, and Autism Assistance Dogs. Accredited by [Assistance Dogs International \(ADI\)](#) and recognized by [Charity Navigator](#) as a 4-star nonprofit, Dogs for Better Lives has been rescuing dogs, bettering lives, and providing assistance dogs since 1977.

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