



TEACHING KIDS TO RESIST DRUGS & VIOLENCE

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Is your law enforcement service dog a hero?

D.A.R.E. America is looking for America's top dogs to participate in American Humane Association's Hero Dog Awards™ contest at www.herodogawards.org.

The Film & Television Unit of American Humane Association is heading up the search for America's Hero Dogs. Dogs may be nominated in eight categories: Law Enforcement and Arson Dogs; Service Dogs; Therapy Dogs; Military Dogs; Guide Dogs; Search and Rescue Dogs; Hearing Dogs; and Emerging Hero Dogs.

Finalists in each category will be selected by the public from the pool of contestants, and the winners will be announced at the first-ever American Humane Association Hero Dog Awards™ celebrity gala, presented by CESAR® Canine Cuisine, at the Beverly Hilton Hotel in Los Angeles, Calif., on Oct. 1, 2011.

The Hero Dog Awards recognize the powerful relationship between dogs and people and celebrate the many benefits of animals and people sharing their lives. D.A.R.E. America has partnered with American Humane Association to recognize the important role dogs play in our lives, strengthening the human-animal bond.

According to Frank Pegueros, Executive Director & COO for D.A.R.E. America, "D.A.R.E. instructors throughout the United States and around the world are privileged to serve with law enforcement agencies, many of which employ law enforcement service dogs which provide invaluable resource to the officers and citizens they serve." "We are thrilled to be partnering with American Humane Association to support the dogs we love and the people who interact with them on a daily basis,"

Launching today, it is free to nominate a dog in one of the eight categories at www.herodogawards.org. Nominations close on June 17, 2011, and voting by the general public will begin on June 20, 2011. Finalists in each category will be judged by a blue-ribbon panel consisting of both celebrities and animal experts, to determine the winning American Hero Dog.

All of the finalists will be flown to Hollywood, where they will walk the red carpet and be recognized in a moving video tribute at the black-tie awards show on Oct. 1, 2011, when the winning American Hero Dog will be announced. D.A.R.E. America has a chance to receive a share of \$50,000 in grant prizes awarded by the Hero Dog Awards to support the work of the organization.

Complete rules and entry information can be obtained by visiting www.herodogawards.org.

Sincerely,
D.A.R.E. America

DRUG ABUSE RESISTANCE EDUCATION

Visit our website: www.dare.org
Contact webmaster@dare.org