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PRESS RELEASE

Pet Expert Andrea Arden Partners with the STAINMASTER® Brand to Ensure You are Creating a Home that Lets Your Pets Be Pets

KENNESAW, GA., Oct. 13, 2015 — This October, during Adopt-a-Shelter-Dog Month, the [STAINMASTER®](#) brand will demonstrate their love of pets by announcing a partnership with **Pet Expert Andrea Arden**. Andrea will share her expertise to help new pet owners prepare their home for their furry family. In addition, the STAINMASTER® brand will launch their third annual **Sit, Stay & Save Events** in collaboration with the ASPCA® (The American Society for the Prevention of Cruelty to Animals®).

At each Sit, Stay & Save Event, customers have the opportunity to meet adoptable animals, learn about stopping and preventing animal cruelty and get helpful tips on how to pet proof their homes with STAINMASTER® PetProtect® carpet.

“I’m honored to be working with STAINMASTER® as part of their Sit, Stay & Save Events,” said Andrea. “It’s very important that new pets come into a comfortable home, so I’m thrilled to give pet owners some tips for creating that environment.”

Andrea’s Tips for Creating a Healthy, Stimulating Home for New Pets

- **Create Structure, Limits & Boundaries:** Your dog wants to be a good dog! So help him/her learn by setting clear easy-to-follow rules for good dog behavior. Be sure to include the whole family in your pet-parenting plan. Consistent training makes a happy, well-behaved dog.
- **Preparing your Home:** You want your dog to have fun with those treat-filled toys, but no one wants to clean sticky peanut butter off the sofa or floor. There are lots of pet-friendly décor items that can help keep your home looking clean. For example, STAINMASTER® PetProtect® carpet & cushion system resists most difficult pet stains, easily releases pet hair when vacuumed, and together with the cushion, helps eliminate odor when thoroughly cleaned.^{1,2} Also, it has special fibers that make clean up a breeze, so you can feel free to let your pet play! And now at each Sit, Stay & Save Event, participating STAINMASTER Flooring Center® retailers are offering savings on select [STAINMASTER® PetProtect® carpet](#), the official carpet sponsor of the ASPCA.
- **Let’s Get Physical:** Exercise and play are crucial for your pet’s physical and mental well-being, for preventing many behavior problems, and to enhance your relationship with your pet. When choosing exercise and games, be sure they are appropriate for your pet’s age, physical condition, and temperament. Try to incorporate obedience into playtime, too. For example, ask your pet to sit prior to tossing a ball for fetch. It’s a great way to make working on manners fun!
- **Toy Story:** Toys are vital for recreation to relieve boredom, prevent behavior issues, to keep gums healthy, and to help your pet learn manners skills. Toys have moved beyond the basic tennis ball and squeaky plush pals (although pets will always love these). Modern toys help your pet practice his/her problem solving skills and ‘hunt’ for food.

- **Sit Happy:** Dogs are eager for social contact and that's often why they jump up to say hello. Teach your dog to be 'sit happy' and to automatically sit when greeting people. Show your dog something he/she wants, wait for your dog to sit (and ignore anything else he/she does), say "yes" and reward your dog when he/she sits. Within 10-20 repetitions, your dog will start getting into the habit of sitting.

For the love of pets, don't miss out on these events now through November 2015 at select STAINMASTER Flooring Center® retailers nationwide. For a list of participating stores and events in your area, visit www.STAINMASTER.com/carpet/petprotect/events or for more information on the STAINMASTER® brand, visit STAINMASTER.com.

About STAINMASTER® brand

The STAINMASTER® brand is a leader in home comfort and dependability, and offers an extensive portfolio of home products that hold up to everyday life. The STAINMASTER® brand revolutionized the carpet industry in 1986 with a stain-resistant technology never before available in carpet. Current innovations include carpet, tile, vinyl and other products that help us live more comfortably in our homes. Today, STAINMASTER® products continue to help keep homes looking and feeling new because they're constructed with lasting, high-quality materials and innovative designs.

To find out more, go to STAINMASTER.com, [Facebook.com/STAINMASTER](https://www.facebook.com/STAINMASTER) or Twitter [@STAINMASTER](https://twitter.com/STAINMASTER).

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About Andrea Arden

Andrea is Animal Planet's Pet Expert and the author of Barron's Dog Training Bible, Dog Friendly Dog Training, Train Your Dog the Lazy Way, and The Little Book of Dog Tricks. Andrea serves on the Board of Directors for The Animal Legal Defense Fund and Pets for Patriots. Andrea is an evaluator for the AKC's Canine Good Citizen (CGC) test, and has been an evaluator for the Delta Society's Pet Partners therapy dog program. Andrea founded Andrea Arden Dog Training in 1994, and has been named the best dog trainer in New York by New York, W, Time Out and Quest magazines and the Daily News. For more information, please visit AndreaArden.com, and be sure to follow Andrea Arden on [Facebook](https://www.facebook.com/AndreaArden) and [Twitter](https://twitter.com/AndreaArden).

About ASPCA®

Founded in 1866, the ASPCA® (The American Society for the Prevention of Cruelty to Animals®) is the first animal welfare organization in North America and serves as the nation's leading voice for animals. More than two million supporters strong, the ASPCA's mission is to provide effective means for the prevention of cruelty to animals throughout the United States. As a 501(c)(3) not-for-profit corporation, the ASPCA is a national leader in the areas of anti-cruelty, community outreach and animal health services. For more information, please visit www.ASPCA.org, and be sure to follow the ASPCA on [Facebook](https://www.facebook.com/ASPCA), [Twitter](https://twitter.com/ASPCA), and [Instagram](https://www.instagram.com/ASPCA).

1 To realize this benefit, you must purchase STAINMASTER® carpet cushion

2 Requires thorough cleaning