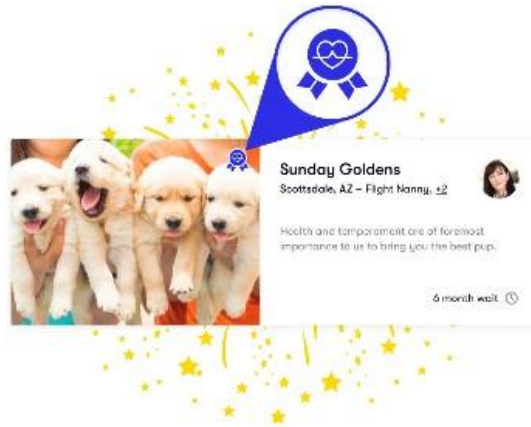


good dog

Hi Lorrie,

Congratulations! Your breeding program has been awarded a new badge for exemplary health testing practices! The badge will now appear on your Good Dog profile and in search results like the example badge shown below. It distinguishes those breeders who demonstrate an exceptionally high commitment to prioritizing the health of their dogs by performing all breed club recommended health tests on their breeding dogs.



Want to share your badge? Reply to this email to request a downloadable version of your badge to share on your website or any social media platform you'd like. By sharing your badge, you're helping raise awareness about responsible breeding and the importance of health testing.

Part of our goal with this badge is to highlight first-class programs like yours, so we can educate and encourage breeders who are not yet performing all the recommended health tests. As trailblazers in reputable breeding, you are role models to breeders everywhere — your excellence and effort deserves to be celebrated.

As you know, education and advocating for responsible dog ownership are at the core of our mission. We're really excited to be launching new breed-specific health testing information pages to help educate and guide potential puppy buyers. Good Breeders will be able to use these as a supplement to the application process when speaking with potential puppy buyers. Stay tuned for their release :)

Breeders like you are the reason we do what we do here at Good Dog — we can't thank you enough for all the hard work that you do. It's crucial to recognize and empower Good Breeders like you so we can continue to connect good with good in order to weed out the bad. At Good Dog, we love shining a light on best-in-class programs like yours so the world can see how truly special you and your dogs are.

From the whole Good Dog Team, thank you and congratulations!

Warmly,

Cat Matloub, Head of Partnerships & Legal Affairs

Our Mission

Good Dog's mission is to educate potential dog owners about responsible breeding and point them to Good Breeders to help them avoid puppy mills and other disreputable sources. We're building a community of Good Breeders committed to pushing out the bad and making the dog world a better place.

Education is central to our mission, so we invite you to check out our Learning Center, with articles on whether to get a dog and what goes into the cost of a responsibly bred puppy.