



"If you could help a child avoid a dog bite, would you?"

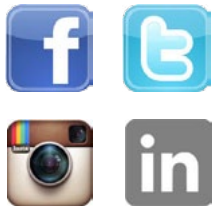
Lesley Zoromski

Dog Safety and Learning Activities for Proactive Families

Lesley Zoromski
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- Founder of Kids-n-K9s
- Experienced Child Educator
- In-Demand Dog Trainer
- Passionate Safety Advocate

Lesley Zoromski is a dog-trainer and child educator who's on a mission to make children safer by teaching them the basics of canine body language.

Her passion is driven by a personal understanding of the physical and psychological harm that can result from a dog bite and a desire to share her knowledge of dogs and child education in an effort to reduce their numbers.

Lesley's 15-year teaching career was focused on elementary education where she taught children ages 4 to 8. Since transitioning to the world of dog training in 2003, she has trained literally thousands of dogs and their owners. In 2016, Lesley channeled this passion and unique combination of experience into founding Kids-n-K9s LLC™, a company dedicated to increasing child/dog safety. The first product offering of the company is the learning activity kit, Stop, Look & Paws™.

Almost 5 million dog bites occur annually in the United States, with over half of all victims being children. For Lesley, these are unacceptable statistics.

As an experienced child educator, Lesley recognizes that children learn best with hands on activities that are first and foremost fun. Stop, Look & Paws™ is both an effective learning tool and fun exercise for the whole family.

Lesley has a B.S. in Education from the University of Wisconsin-Madison. She's also an in-demand Bay Area dog trainer who regularly volunteers her time and the use of her own Canine Good Citizen (CGC) dogs in working with local shelters and schools to promote various "Humane Education" programs.

Lesley lives in Petaluma, California with her husband Darrell and the numerous dogs that are lucky enough to call her house their home.

What People Are Saying

Stop, Look and Paws was not only educational for my two sons, ages 4 and 5, they loved playing it! I think it's so important for children to learn dog safety, even if you don't currently have a dog or plan on getting one.

Kelley W.
Mom

As a veterinarian, I know the importance of understanding how to approach dogs to ensure the safety of everyone--dogs, adults and most especially children. This activity is a valuable way to help parents and children size up situations that could otherwise have a disastrous outcome. A better understanding of dog body language allows everyone to feel safer

Sandra N.
Veterinarian

I own a dog that looks cute and that people frequently want to pet. But I feel a great responsibility to help people understand that won't always be the case. To be able to tell folks that there's a family activity that could help everyone be more knowledgeable about interacting with dogs and stay safer would be awesome!"

Joan M
Dog Owner

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Stop, Look & Paws™ Learning Activity Launched to Increase Safe Interactions between Children and Dogs

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(Petaluma, CA, April 9, 2017)—Popular Bay Area dog trainer and former child educator Lesley Zoromski announced today the official launch of Stop, Look & Paws™ the first product to debut from her newly created company, Kids-n-K9s LLC™. Developed to assist parents, educators and fellow dog trainers in teaching basic dog body language to children, Stop, Look & Paws™ is a hands-on learning activity for children ages 4 and up.

“As an adult, I’ve been very fortunate to pursue two passions—teaching young children and training dogs. With the release of Stop, Look & Paws™ I want to share the knowledge I’ve gained from that experience in a way that promotes safer interactions between kids and dogs. For me, that’s the overriding goal” says Ms. Zoromski.

The product introduction is timely given statistics that show an increase in the number of households with dogs. According to the 2015-2016 APPA National Pet Owners Survey there are now over 54 million U.S. dog-owning households. At the same time, a troubling picture is emerging regarding the number of dog bites that occur annually, the most typical victims and circumstances of the dog bite. The Humane Society reports that approximately 4.7 million dog bites occur annually and that over 51% of victims are children. The Center for Disease Control further reports that approximately 61% of dog bites happen at home or in a familiar place.

“I find the reality that these statistics point to as utterly unacceptable. I also know that providing folks with an understanding of basic dog body language can be an important first defense in keeping children safer” added Ms. Zoromski.

In honor of National Dog Bite Prevention Week, April 9-15, Ms. Zoromski will be making the activity available to Petaluma area educators free of charge.

Despite the seriousness of the overall goal, Zoromski does not want the learning to be fear-based. In fact, she has designed Stop, Look & Paws™ specifically to address how children learn best—in an interactive way with the emphasis on having fun.

Currently available for purchase through the company’s website, Stop, Look & Paws™ is also anticipated to be in major pet retail chains sometime in 2018. Suggested retail price for the activity is \$14.95.

About Kids-n-K9s

Kids-n-K9s is an educational company dedicated to developing tools to improve safe interactions between children and dogs. The company was founded in 2016 by child educator and noted dog trainer Lesley Zoromski. The educational board activity Stop, Look & Paws™ is the first product to be rolled out under the Kids-n-K9s brand. Additional products are scheduled to follow in 2017 and include both traditional and digital learning activities. All Kids-n-K9s educational materials are created to help families improve child/dog safety.

For more information visit: www.kids-n-k9s.com



Important Dog Bite Statistics

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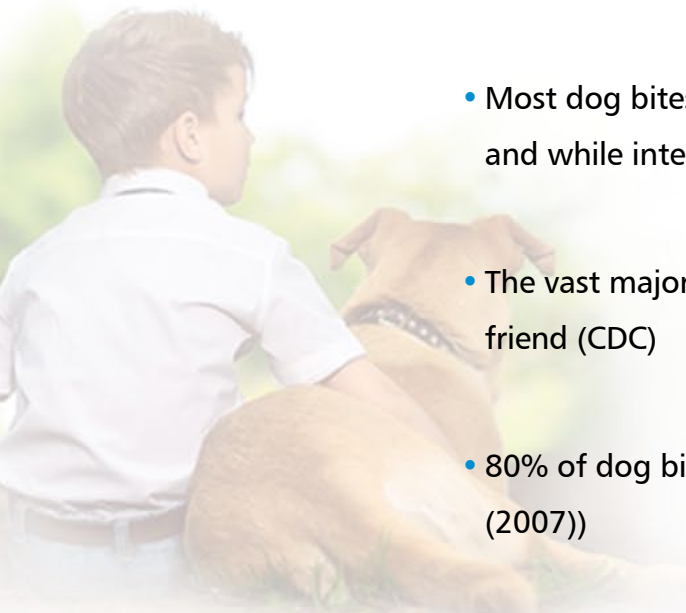
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- According to the Centers for Disease Control (CDC) and the Humane Society of the United States (HSUS), there are approximately 4.7 million dog bites every year in the U.S.
- Dog Bites occur roughly every 75 seconds in the United States (CDC)
- The HSUS estimates 51% of all dog bite victims are children
- The majority of dog bites are directed towards children ranging in age between 5 and 14 (Lindsey, 2001)
- Children are also more likely than adults to need medical attention, and are far more likely to be severely injured (CDC)
- Getting bitten by a dog is the second most frequent cause of visits to emergency rooms for children according to a survey done by Weiss, Friedman & Cohen (JAMA 1998)
- Most dog bites effecting young children occur during everyday activities and while interacting with familiar dogs (CDC)
- The vast majority of biting dogs (77%) belong to the victim's family or a friend (CDC)
- 80% of dog bites occur in the home. (Kahn et all (2004) Miller & Howell (2007))





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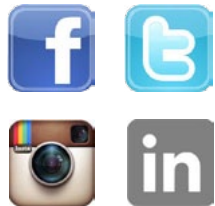
About Stop, Look & Paws™

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Stop, Look & Paws™ is an interactive learning activity that teaches the basics of dog body language and a fun way to learn about dog/child safety.



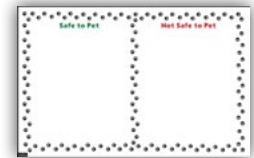
Click to Play Video

Here's what's included:

- Easy to Use Instructions – that will get you started quickly
- Activity Board – for children to sort stickers into "Safe to Pet" and "Not Safe to Pet"
- 12 Reusable Vinyl Stickers – that represent a variety of everyday situations
- Dog Sticker Guide – this guide provides valuable background information on each situation represented by the stickers and provides the "why" for sorting into "Safe to Pet" or "Not Safe to Pet"
- Trainer Tips – that provide a variety of additional techniques to try, things to know and common misconceptions to help further educate you and your child about interacting with dogs



Instructions



Activity Board



Reusable Stickers



Sticker Guide



Trainer Tips

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