



# Press Release

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For Immediate Release

## ForceFreePets Announces Membership with Pet Industry Advocacy International (PIAI)

***ForceFreePets is proud to join a coalition of organizations standing up for Ethics, Transparency, Consumer Protection, and Professional Competency.***

[*Bangor, Maine – May 3, 2022*]— ForceFreePets is proud to be a member of Pet Industry Advocacy International (PIAI) [ <https://www.petadvocacy.info/> ] through their membership in The Pet Professional Guild [ <https://www.petprofessionalguild.com/> ]. ForceFreePets owner Don Hanson said:

"I've been a part of this industry since 1995. Since then, science has led us to better understand our pet's physical and emotional needs. But sadly, the pet industry's ethics have not kept pace with the science. Methods and tools that are now known to be abusive and detrimental to the welfare of our pets are still in use. So I am excited there is now an international organization, PIAI, that will stand up for pets and their people by working to make this industry more ethical and transparent. I know many other like-minded pet care organizations in Maine, both commercial and non-profit, feel the same way, and I invite them to join PIAI. In addition, I hope pet parents/guardians/owners, whatever they wish to call themselves, will start choosing PIAI affiliated members when seeking care for their pets."

Pet Industry Advocacy International believes there is a need for a high level of oversight in the pet industry across all professional disciplines. Licensing has been a proposed option, but licensing without a strong underlying ethical code of conduct and a minimum standard for knowledge and skills of service providers does not provide the minimum requirement for protection and level of service needed by pet owners and their pets.

There is a prevalence of individuals who hold no credentials, formal education, knowledge, or skills, yet who are today working across the world with full responsibility for the well-being and welfare of their unknowing clients' precious pets. This is no longer considered acceptable. Compounding this, there is also a significant lack of consumer protection and transparency across the marketing and operations platforms of many pet service businesses, leaving pets and their owners in peril. In the pet industry there are also inherent challenges with how pets are legally classified and there is a lack of reporting of animal cruelty. This variability of how animal cruelty laws are enforced means there is insufficient protection for pets and their owners when it comes to



holding professionals accountable for their methodology, approach, and philosophy toward their craft and toward the people and animals they serve.

### **About ForceFreePets**

Founded in 2020 and owned by Don Hanson, ForceFreePets is located at 1653 Union Street in Bangor, Maine, and online at [ForceFreePets.com](https://forcefreepets.com). Its mission is to provide humane, ethical, and empathetic pet-related education based on science while prioritizing the needs and welfare of its client's pets. We are also the home of *The Woof Meow Show* podcast at <https://woofmeowshow.libsyn.com/> and the *Words, Woofs, & Meows* blog at <https://www.greenacreskennel.com/blog/>. In addition, our business partner, Green Acres Kennel Shop, offers boarding, daycare, grooming, and the sale of wholesome pet food and supplies. Green Acres has been voted Best Kennel every year since 2002, Best Pet Store every year since 2007, Best Dog Trainer every year since 2011, and Best Pet Groomer every year since 2013. In December of 2021, they were recognized by Best Businesses of America as one of the Top 10 Kennels and Top 10 Dog Trainers in New England for 2021. In addition, we are a proud member of The Pet Professional Guild and a member of Pet Industry Advocacy International. For more information, please call 207-945-6841 or visit <https://forcefreepets.com>

### **About Pet Industry Advocacy International**

PIAI believes that the pet industry worldwide needs increased regulation, oversight, and adherence to policies, procedures, and best practices as applied to; the delivery of and adherence to professional ethics of a similar and high standard such as those used in the behavioral sciences and the medical profession. Additionally, the industry needs to advocate for transparent and honest operational policies to protect the end-user and the consumer from fraudulent and deceptive operational and marketing practices. Lastly, professionals must demonstrate competency, skills, and knowledge through credentials granted through an independent testing organization.