**FOR IMMEDIATE RELEASE**

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**Fear Free Pet Grooming Now Available for NAME OF AREA Pets**

*Local groomer earns certification to ease pets’ fear, anxiety during visits*

City, State – Grooming visits can be stressful for many pets, but pet owners need not fear if they visit GROOMER NAME in City. That’s because he/she/they is/are part of an impactful initiative known as Fear Free®, which is designed to ease the fear, anxiety, and stress so many pets experience while being groomed.

Fear Free’s groomer certification program teaches groomers how to utilize positive training methods to ensure that the grooming experience is as enjoyable as possible for every pet, every time.

QUOTE FROM GROOMER ABOUT WHY THEY SOUGHT THIS OUT – SHOULD BE ABOUT INSPIRATION, NOT NEGATIVE

Founded by Dr. Marty Becker and developed by hundreds of experts in behavior, medicine, and handling, Fear Free® offers online and in-person education to veterinary professionals, the pet professional community, animal shelter staff and volunteers, and pet owners. Fear Free provides both professionals and pet lovers alike with the knowledge and tools to look after a pet’s physical and emotional wellbeing.

“Providing pet professionals with the tools they need to ease this burden of fear and anxiety for pets is the pinnacle of my decades-long veterinary career,” said Dr. Becker, who was dubbed “America’s Veterinarian” by Dr. Oz and appeared on *Good Morning America* for 17 years. “Pet professionals are hungry for this information. Animals and their humans need and deserve it.”

To become certified, groomers are required to complete a comprehensive educational course and exam. They also have to take continuing education to remain certified.

ANOTHER QUOTE FROM GROOMER ON WHAT THEY’VE CHANGED SINCE TAKING THE TRAINING AND BECOMING CERTIFIED – SHOULD BE POSITIVE, NOT MEA CULPA! TELL ABOUT THE WONDERFUL THINGS PETS WHO COME TO YOU FOR CARE WILL EXPERIENCE, HOW YOU CAN HELP

Pet owners who would like their pets to experience the Fear Free difference can schedule an appointment by calling 000-000-000.

**About GROOMER**

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Veterinary or pet professionals can learn more about becoming Fear Free Certified® by visiting fearfreepets.com. Pet owners can visit fearfreehappyhomes.com to access free videos, articles, and more that will help improve the physical and emotional health of their pets right at home. Shelter, rescue, and animal welfare employees and volunteers can visit fearfreeshelters.com to enroll in the complimentary program.

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