**Empowering Brighter Futures and Unlocking Countless Possibilities***Pet Valu Walk for Dog Guides Celebrates 40th Anniversary in Communities Across Canada*

[insert city, insert province] – This [insert day walk is taking place], [insert city] residents have an opportunity to participate in an uplifting and vital event that raises essential funds to help match Canadians with medical and physical disabilities with a life-changing Dog Guide. The Pet Valu Walk for Dog Guides is celebrating its 40th anniversary of raising awareness and funds for the Lions Foundation of Canada Dog Guides (LFCDG) and is being held in more than 200 communities across the country.

“This year’s walk, themed “Brighter Futures. Countless Possibilities,” is a testament to the enduring impact Dog Guides have on the independence, confidence, and quality of life of Canadians living with a disability,” said Travis Forbes, Manager of Events at Lions Foundation of Canada Dog Guides. “We extend our heartfelt gratitude to all the local organizers and participants who have supported the Walk for Dog Guides over the past 40 years. Their dedication and efforts have made a significant impact, helping to provide brighter futures for countless Canadians.”

Lions Foundation of Canada Dog Guides is the only organization that provides life-changing Dog Guides across seven different programs: Autism Assistance; Canine Vision; Diabetes Alert; Facility Support; Hearing; Seizure Response and Service.

“This journey has been nothing short of life-changing,” said Jodie, mom to Alison with Autism Assistance Dog Guide Buttons. “Buttons hasn’t just brought safety and calm to Alison’s life, he’s brought hope, joy, and a newfound sense of possibility for our family.” For more impact stories from Dog Guide recipients: https://www.walkfordogguides.com/how\_walk\_helps

Thanks to national sponsor, Pet Valu, and [insert your Lions club or local sponsors], all proceeds from this event will directly fund Dog Guide programs. This year’s walk fundraising goal is $1.6 million. LFCDG relies on the success of the Pet Valu Walks for Dog Guides to continue to provide these indispensable companions to Canadians living with a disability.

The [insert city] Pet Valu Walk for Dog Guide is taking place this [insert date] at [insert location and time]

To make an impact today, register or donate to the [insert city] Pet Valu Walk for Dog Guides at [www.walkfordogguides.com](http://www.walkfordogguides.com).

**About the Pet Valu Walk for Dog Guides:**

The Pet Valu Walk for Dog Guides is a national fundraising walk that is held in more than 200 communities across Canada. The Walk raises funds for the Lions Foundation of Canada Dog Guides for Canadians with visual, hearing, medical or physical disabilities. Each walk is organized by local volunteers with support from LFCDG.

Visit [www.walkfordogguides.com](http://www.walkfordogguides.com/) to learn more, donate or register to participate.

**About Lions Foundation of Canada Dog Guides (LFCDG):**

LFCDG is the only accredited Assistance Dogs International (ADI) and International Guide Dog Federation (IGDF) organization in the world that provides Dog Guides in seven programs. It costs $35,000 to breed, train and match each Dog Guide. To learn more about Dog Guides, please visit [www.dogguides.com](http://www.dogguides.com/)

**For Media:**

Diane Slopek-Weber  
Interim Director of Communications and Marketing  
LFCDG  
[diane@dogguides.com](mailto:diane@dogguides.com)