

ALL Dogs Deserve to be Registered

As part of the “front lines” of purebred dogs, we rely on our loyal breeders to communicate the benefits and importance of AKC registration to their puppy buyers. To ensure a strong future for you, your fellow breeders, and all purebred dogs, we need all of our breeders to make a concerted effort to ensure that every puppy in each litter you have bred gets registered with the AKC. We have implemented a new initiative to help you accomplish this goal.

The AKC has begun sending all breeders who register a litter an email asking them to provide us with their new puppy buyers’ contact information. The email includes information on our new **Online Litter Record Service**. This service allows breeders to supply AKC with new puppy buyer contact information in an easy-to-use online format. If the breeder does not want to use the new online service, a link to a printable version of the litter record is also available. The new puppy buyers will then receive an e-mail or letter from AKC detailing the benefits and importance of AKC registration.

The new puppy buyers will only be contacted by the AKC. Their names will not be sold or used for any other promotions or marketing when given through this initiative. As you have experienced, puppy buyers tend to be more concerned about caring for their new puppy at the time of purchase, and often forget about one of the most important steps of responsible dog ownership – AKC registration. Our goal is to reinforce their decision of purchasing an AKC puppy and to educate them on the many benefits that they can receive with registration.

The AKC is dedicated to promoting responsible dog ownership and educating new puppy buyers about registration benefits and the important programs that every registration supports. Registration dollars help the AKC fund important educational programs, support the research of health issues through donations, and continue to subsidize AKC events. Our registration numbers also help us to maintain legislative influence and ensure that like-minded organizations continue to support the AKC through alternative revenue programs and sponsorships.

With your support, and by working together, we will be able to take the necessary steps to ensure AKC’s long and healthy future as the nation’s preeminent purebred dog registry.

For more information or to use our new Online Litter Record Service, please visit us at www.akc.org/litrec. Please note this service can be used for recent or past litters.



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