

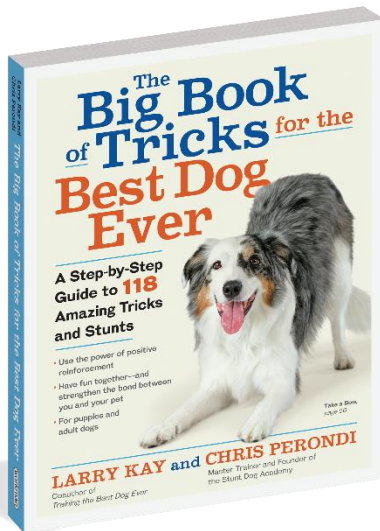
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Praise for THE BIG BOOK OF TRICKS FOR THE BEST DOG EVER...

"The family-friendly, step-by-step guide features more than 100 amazing and heartwarming dog tricks specially designed for effective training, pure fun and to help strengthen the bond between you and your dog. And who knows? You might even be able to turn your dog into a YouTube star!"

–Dogster Magazine



In 2018, more than 60 million American households owned a dog. Most dog owners will teach their pups basic cues such as “sit” and “stay.” But imagine visiting friends, only to find their dog opening the door to greet you, closing the door behind them, and bowing to say hello! It’s possible with **THE BIG BOOK OF TRICKS FOR THE BEST DOG EVER: A Step-by-Step Guide to 118 Amazing Tricks and Stunts** (March 19, 2019; \$17.95; by Larry Kay and Chris Perondi; Workman Publishing), an indispensable, step-by-step guide featuring 118 tricks and stunts that strengthen the bond between owner and dog—and impress all who watch!

THE BIG BOOK OF TRICKS FOR THE BEST DOG EVER will enrich the lives of furry friends from all walks of life. Dog lovers can teach their canine companions a range of tricks from three comprehensive training programs (Beginner, Intermediate, and Pro), including:

🐾 **Beginner**

- 🐾 **Sit Pretty:** Dog sits up, raises both paws to chest, and stays balanced
- 🐾 **Boing:** Dog jumps in the air on cue
- 🐾 **Crawl on Lure:** Dogs scoots on the ground towards owner in a crawl position

🐾 **Intermediate**

- 🐾 **Wrap It Up:** Dog grabs the edge of a blanket and rolls to wrap it around herself
- 🐾 **Run the Bases:** Dog runs in sequence to a series of baseball bases
- 🐾 **Cookie Nose:** Dog balances cookie on snout and waits to eat it

🐾 **Pro**

- 🐾 **Ride a Skateboard:** Dog rides a skateboard across the room to owner
- 🐾 **Dance on Two Around Me:** Dog stands up on two hind legs and walks backward around trainer
- 🐾 **Catch a Flying Disc:** Dog races after flying disc, leaps into the air, and catches in his mouth

For those with aspirations of fame for their beloved pets, Chris Perondi, the #1 stunt dog and tricks master trainer and founder of Stunt Dog Productions, and Larry Kay, award-winning filmmaker, author (TRAINING THE BEST DOG EVER) and mastermind behind the wildly popular Positively Woof, offer a pro section, with information on **moviemaking, live performance, dancing, and extreme stunts and sports such as agility, parkour, and dock diving.** These expert levels are complete with tips on how to workshop a film or dance

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routine, how to set up a successful stunt program, and how to choreograph a stunning dance sequence. Featured interviews with trick trainers at the top of their fields also give aspiring master trainers a feel for what goes into acclimating their pups to the pro levels of training.

Kay and Perondi are devotees of the positive reinforcement training method, which, at its core, encourages owners to get to know their dog's personality and learning style to cater to the tricks that will work best for their dogs. Certain behavior cues—such as saying a dog's name in a positive tone of voice, praising and rewarding focused moments, ignoring missteps, and even crate training—are essential tools every owner should use to ensure that training sessions are fun-filled, safe, and memorable experiences for both dog and owner.

THE BIG BOOK OF TRICKS FOR THE BEST DOG EVER also delves into dog psychology, emphasizing the difference between high- and low-energy dogs so that every owner can tailor a training session to their pups' particular learning style. High-energy dogs, who lean on the wild and obsessive side, require varying between different energy-level activities to improve focus and ensure a safer training session. Conversely, low-energy dogs, who may not yet be accustomed to a lot of movement or intense focus, should start with shorter training sessions that build up to highly focused dogs who love to earn and learn.

Armed with methods that build dogs' confidence and allow owners to make informed choices about their dogs' trick training curriculum, **THE BIG BOOK OF TRICKS FOR THE BEST DOG EVER** introduces the benefits of trick training that go beyond a cool Instagram video!

- ❖ **Saving Lives!** When shelters post cute clips or photos of dogs up for adoption, it helps those dogs find homes. Through his organization, Positively Woof, Larry Kay has shown that trick training videos help demonstrate that a dog is ready to be adopted into her forever home.
- ❖ **Improved socialization and streamlined training:** Trick training helps fearful dogs gain confidence, enabling them to meet new playmates and more readily acclimate to people. It also improves a dog's behavior by preventing boredom and restlessness, which is often the cause of destructive behavior.
- ❖ **Inside every shelter dog is an undiscovered movie star.** 75 percent of the stunt and trick dogs seen in movies are shelter rescues, as are most of the dogs used to demonstrate the tricks in **THE BIG BOOK OF TRICKS FOR THE BEST DOG EVER**! Shelter rescue is a great option for anyone considering adopting a dog. Who knows what hidden talents lie behind that adorable fluffy face?
- ❖ **Strengthened bond:** Our furry friends are reliant on us to keep them safe and happy, and trick training deepens that special bond by demonstrating that they can trust and depend on their human partners (children and adults alike) in all scenarios.
- ❖ **Increased responsibility:** Oftentimes, a pet is a child's first introduction to responsibility and trick training is a firsthand experience that shows how sticking with something (training) can have amazing results and lead to safe and lasting interactions with dogs.

Whether the aim is to positively channel vigorous puppy energy or to bond with an old four-legged friend, **THE BIG BOOK OF TRICKS FOR THE BEST DOG EVER** will have everyone's best friend offering high fives, jumping through hoops, or even balancing on skateboards in no time!

THE BIG BOOK OF TRICKS FOR THE BEST DOG EVER
A Step-by-Step Guide to 118 Amazing Tricks and Stunts

By Chris Perondi and Larry Kay • Workman Publishing • 320 pages • March 19, 2019 • ISBN: 9781523501618 • Paperback, \$17.95 (US) •
• Hardcover, \$30.00 (US) •

MEET THE AUTHORS



CHRIS PERONDI has been featured extensively in national media, including the *Ellen DeGeneres Show*, the *Oprah Winfrey Show*, the *Tonight Show*, the *Late Show*, the *Queen Latifah Show*, Univision's *Sabado Gigante*, Nat Geo Wild, Animal Planet, Fox TV, CBS News, *Sports Illustrated*, *USA Today*, *Los Angeles Times*, and national TV commercials. His touring company, Stunt Dog Productions, books more than a thousand live shows in dozens of venues per year. Their shows have involved extended production runs at Branson, Dollywood, Six Flags of America, and the Indianapolis Zoo. Chris has been training dogs for more than twenty years. Having first discovered dog training as a hobby, he evolved over the years into a disc dog showman who has appeared at NBA and NFL halftime-shows and MLB pregame shows. The hobby became his full-time profession in 2001 (Chris has as many as five simultaneous crews under his Stunt Dog branded shows). Chris and crew performed live atop the 125th Annual Tournament of Roses Parade float for Lucy Pet Foundation to raise funds for spay and neuter causes. In 2009, Suhey Velez (now Perondi) joined the Stunt Dog Experience and is responsible for the training and showcasing of many of the tricks included in *THE BIG BOOK OF TRICKS FOR THE BEST DOG EVER*. Visit them at dogtricksandstunts.com and stuntdogshow.com.



LARRY KAY coauthored *TRAINING THE BEST DOG EVER* (Workman Publishing), which was awarded the Maxwell Medallion for Best Training and Behavior Book by the Dog Writers Association of America and earned the first-ever book award from the Association of Professional Dog Trainers. He also authored *LIFE'S A BARK*, created and produced the award-winning *Animal Wow* dog care DVD for kids that was endorsed by the American Humane Association, and has been a frequent contributor to the American Animal Hospital Association and a columnist for *Dog Fancy* magazine. He has written and produced for Disney, PBS, and *The Muppets*, taught TV producing at NYU's TV/Film School, and holds a master's degree in TV/Film from the Newhouse School at Syracuse University. With two million Facebook fans (facebook.com/PositivelyWoof), Larry's Positively Woof platform promotes positive dog training, creative tricks and celebrations, and shelter dog adoptions with web films, hundreds of adoption success stories, and innovative cause marketing programs. Visit him at dogtricksandstunts.com and positivelywoof.com.

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MEET THE DOGS



VINNY VALENTINO, a Border Collie/Australian Shepherd mix, was adopted from a shelter in Minnesota at eight weeks old. His favorite pastimes include catching flying discs, performing athletic stunts, and cuddling next to his parents. His signature tricks include sitting pretty, being shy, dancing on two in reverse, back weaves, and his big air stunt where he catches a flying disc off Chris's back over volunteers from the audience! When he's not touring across the country as part of Stunt Dog Productions, he lives at home in Stockton, CA, with his parents, Chris and Suhey Perondi, and extensive family of canine companions.



SPIDER, an Australian Cattle Dog, was rescued from a shelter after he and his future father met on one of Larry Kay's shelter dog film sets in Los Angeles. Spider now performs more than fifty tricks and stunts. As the studio dog for Positively Woof, whenever the door to the video studio is opened, he runs inside and sits on his training platform, eager to perform tricks. His specialty trick is perching on a big ball and rolling it across the studio to his toy shopping cart. He lives with his father, Larry Kay, in Los Angeles.

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AN INTERVIEW WITH CHRIS PERONDI AND LARRY KAY, AUTHORS OF *THE BIG BOOK OF TRICKS FOR THE BEST DOG EVER*

All of your dogs are rescued from shelters. Can you explain why that's important to you?

CHRIS: Yes, all of my dogs have been adopted from pounds, shelters, and rescue groups. This has been my mission and passion since I started my first show back in 1999.

Nearly five million dogs end up in shelters every year; half of them don't make it due to the major overpopulation problem we have in our country. When you adopt a dog from a shelter or rescue group, you are not only saving a life, you're showing the world that you don't need a purebred dog to have a great furry friend.

LARRY: I'll add that I love taking a perceived liability and transforming it into a hidden asset. The perceived liability is that dogs that had the misfortune of becoming homeless or were relinquished are somehow "less than" other dogs that have never faced life in a shelter. Well, that is just untrue. In fact, 75 percent of all movie/TV dogs were rescued, which means that every adopted dog is a potentially undiscovered movie star.

What are the benefits of teaching your dog tricks, beyond an impressive Instagram photo?

CHRIS: Teaching tricks to your dog not only increases the bond you have with your dog, it encourages patience and gives you a great sense of accomplishment. It's an incredible feeling when you have a dog that listens, understands, and wants to please you.

LARRY: By nature, dogs (and humans) do what is safe and rewarding and avoid what is unsafe. They're always taking "cues" from their environment, and they've co-evolved with us more than any other species. Trick training helps a shy or fearful dog forget his/her fear for a moment and builds confidence. Confidence builds character and deepens the bond between owner and pup; what more could we ask for in our relationships with our pets?

Is there an age limit to how young or old dogs can be when you start the training process?

CHRIS: Dogs can learn at any age, just like humans! I often teach my older dogs new tricks to keep them active and doing what they love. Dogs of all ages enjoy learning new things and spending time with their owners!

LARRY: I agree. I've taught new tricks to shelter dogs older than ten years old. The key is not so much perfecting amazing stunts like Chris does, but rather having the experience and joys of bonding with your pet and learning the trick together.

How should a reader determine what tricks are a best match for his or her dog?

CHRIS: Your dog's activity level and natural abilities are the key to your initial success. If you get frustrated early on in your dog's training, you are more likely to give up. Work on things your dog does naturally and train tricks that fit your dog's personality and activity level. For example, if your dog naturally hops, then teaching your dog to jump rope could be an easy behavior to train. If your dog naturally puts his paw on you to get your attention, then teaching him to shake on cue might be a good place to start.

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I would recommend making a list of all the tricks that you think might fit your dog's personality and activity level. Then, put them in order of easiest to hardest, based on which tricks you think would be easiest to teach your dog.

LARRY: The tricks and stunts are organized into training programs: Beginner, Intermediate, and Pro. Every trick shows what building blocks are needed. We curated the twenty Beginner Tricks because they're important fundamental building blocks. The Intermediate Program also begins with three skill sets that are important building blocks: platform training, perch training, and target touching. Once the reader gets into the Pro Program, there are many options. The Moviemaking Program is the easiest one, which meets the needs of most readers looking to have fun making movies with their dogs and gives insights into how films are made. The intro to the Live Performance Program includes a Creativity Workshop that helps aspiring performers make the most of the tricks that their dog already knows and the behaviors she offers naturally as part of her personality.

Can kids teach these tricks as well as adults?

CHRIS: Absolutely! The steps are simple to follow and easy to understand. Be patient and keep the training sessions short. Remember, your dog learns best and quickest when given time to process what she is learning. Quality training is more important than quantity training!

Are there some dogs that just can't learn tricks?

CHRIS: Some dogs lack motivation, but it doesn't mean that they can't learn tricks. Finding the right motivator will be your key to success, along with your level of enthusiasm. The more excited you are, the more responsive your dog will be to what you are trying to teach him.

LARRY: Motivators we emphasize in the book are treats and toys. Affection, voice praise, touch—these are also common motivators. One pro tip is to do trick training before meals and to allocate some of your dog's food for tricks every day.

How do you keep a dog's enthusiasm up during a training session?

CHRIS: Always be positive and enthusiastic in your voice and body language. Keep the training sessions shorter, if needed. Try to end the session on a high note of success and before the enthusiasm drops. Remember, dogs can feed off our frustration and start to shut down very quickly.

LARRY: A three- to five-minute training session that is enthusiastic and rewarding will motivate your dog for the next brief session. Little by little, your dog's interest will increase. Some dogs are so enthusiastic that the challenge is to maintain focus. The key is to keep it positive and short.

If you could give one piece of advice to beginning trainers, what would you say?

CHRIS: Be enthusiastic, patient, and positive. Write down your training goals from easiest to hardest. Review tricks your dog knows during every session to build his confidence and always end with a successful jackpot. Your dog always recalls most easily the very last thing you did.

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