



September 8, 2020, Atlanta GA -- The Australian Labradoodle Association of America (ALAA) announced the launch of a new brand and website today. Since 2004, the ALAA has been the leader in education and responsible breeding practices for Australian Labradoodles. Consisting of over 4,000 members and 88,000 dog registrations, ALAA serves as the epicenter for a community of breeders and pet parents. Within their tenure, the elected Board of Directors moved to update the brand and website to reflect the quality of the organization.

“As an association, it was time to raise the ALAA brand image and website to a new level of sophistication that our members and breeders expect and deserve” President Alex McEwing says. “Our association has always considered responsible breeding and high-quality education to be our priority, and this new brand and website communicates just that.”

The newly launched, mobile-friendly website abounds with education on the care, maintenance, training and health of the breed. A new Breeder search function allows potential pet parents to find a certified ALAA breeder by name, state, region, or country. Breeder Members can advertise their kennels, litters, or breeding dogs via the new simplified ad platform.

“We are very excited to not only support our breeders with an advanced website and database, but to reach more pet families with our education about the breed and the care of Australian Labradoodles,” long-time Breeder and Vice President, MaryPat Thate says. “At the end of the day, the most important goal is the health of the dogs and puppies.”

ALAA membership is open to those who breed Australian Labradoodles and those who are owners of the pets. Breeders who become Members commit to upholding strict rules and regulations on breeding practices and the health of dogs to ensure that pet well-being is prioritized. In return, ALAA grants certifications for completing base level health care, and additional recognition to Breeders who test further through their Paw Reward Program.

Pet Members who join ALAA will receive 3-generation ALAA certified pedigree for their dog with additional pedigree testing available. Their lifetime membership grants Pet Members access to their dog’s pedigree via Dogtrack™, the Association’s exclusive dog registry. Other benefits include access to the ALAA Breeder database, a year-long subscription to *Whole Dog Journal*, exclusive member events including Doodle Romps, and access to Tradewing, an online community and discussion board exclusively for ALAA members.

To become a member of the ALAA or learn more about Australian Labradoodles, visit the new website: www.alaa-labradoodle.com

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The Australian Labradoodle Association of America (ALAA) protects the welfare of the Labradoodle and Australian Labradoodle breeds. The organization promotes responsible dog companionship by cataloging helpful information about the breeds and by offering networking services to breeders and owners. The ALAA has been internationally recognized as the breed’s leading experts since 2004 and represent the breeders in Canada, Europe, and the United States, serves over 4,000 members, and over 88,000 registered dogs.

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