



Revival[®]

Animal Health

Pet care from the heart[®]

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Healthy Puppy Month Seeks to Raise \$20,000 for Parvovirus Research

Orange City, IA- Pet ownership has skyrocketed during the time of COVID-19. In fact, according to the American Pet Products Association, as of December of 2020, 12.6 million U.S. households have welcomed a new pet amid the pandemic and many of these new pets are puppies.

This April, Revival Animal Health and Good Dog are teaming up to celebrate Healthy Puppy Month and raise money for parvovirus research. All month long, puppy owners and caretakers are encouraged to sign the Healthy Puppy Pledge. For every signature, Revival and Good Dog will donate \$1 to Morris Animal Foundation, up to \$20,000, to help fund parvovirus research.

“Puppies make us laugh, they keep us company, they motivate us to take a walk and they help us cope with stress. For everything they do for us, we have a responsibility as their caretakers to give them the healthy life they deserve,” says Jim Rossiter, CEO of Revival Animal Health, the company that founded Healthy Puppy Month.

This year, Revival is proud to team up with Good Dog, a secure, online community that helps prospective puppy buyers connect directly with vetted breeders, shelters and rescues. “We founded Good Dog because we believe all dogs deserve happy and healthy lives. We’ve made it our mission to spread education about canine health and responsible dog ownership that’s backed by science and evidence-based research. We’re so honored to be a part of Healthy Puppy Month and support research about parvovirus, which is critical to ensuring the health of our puppies and dogs,” says Josh Wais, Good Dog Co-Founder and CEO.

Parvovirus is one of the most feared and fatal diseases for puppies. “Although vaccination has saved countless lives, canine parvovirus remains a major cause of disease and death in young dogs,” said Dr. Kelly Diehl, Senior Director of Science and Communications at Morris Animal Foundation. “Our newly funded study is taking an innovative approach to look closely at a dog’s immune response and use the findings to improve vaccine effectiveness as well as develop new treatments for this terrible disease.”

To sign the Healthy Puppy Pledge or make a donation, visit HealthyPuppyMonth.com.

In addition to signing the pledge, puppy owners are also encouraged to share their healthy puppy pictures on social media using #healthypupmonth, because after all, who doesn’t love looking at cute puppy pictures.

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About Revival Animal Health

Revival Animal Health, based in Orange City, Iowa, has been delivering pet care from the heart for 30 years. The company markets pet health products via its ecommerce site, national catalogs and two call centers, and produces the Breeders' Edge[®], Doc Roy's[®], and Vet Basics[®] brands of pet products. To learn more, go to www.RevivalAnimal.com.

About Good Dog

[Good Dog's mission](#) is to build a better world for our dogs and the people who love them. We provide a secure, online community that helps prospective puppy owners connect directly with vetted breeders, shelters and rescues. Every breeder, shelter and rescue in our community must pass our [screening process](#), which was developed with our advisory board of leading veterinary and academic experts, and comply with our [Community Standards](#). Good Dog also provides education for breeders in our [Good Breeder Center](#) and for puppy owners in our [Learning Center](#).

If you're interested in learning more about finding a dog through Good Dog, please visit www.gooddog.com, and if you're interested in learning more about applying to join our community of Good Breeders, please visit www.gooddog.com/join.

About Morris Animal Foundation

Morris Animal Foundation is dedicated to improving and protecting the health of animals through scientific innovation, education and inspiration. Our investment in research has yielded life-saving vaccines, superior screening technology, new treatments for critical diseases, advanced diagnostic tools and more. We envision a world where animals live full and healthy lives. Learn more at www.morrisanimalfoundation.org.

