



**FOR IMMEDIATE RELEASE**

## **Petland Charities Advancing Animal Welfare/Breeder Education Initiatives**

**CHILLICOTHE, OH** (May 19, 2026) - Petland Charities is reporting strong progress in advancing its renewed focus on animal welfare, breeder education, and strengthening the human-animal bond. Under the leadership of newly appointed Executive Director Brian Winslow, a long-time animal welfarist, the nonprofit organization is building on a productive first quarter and continues to invest in initiatives that elevate care standards for dogs while promoting transparency and community engagement.

A key milestone to this advancement includes the launch of an enhanced website, [petlandcharities.org](https://petlandcharities.org), which shows real-world examples of breeder practices and animal care. The new “See Some of Our Breeders” feature highlights modern facilities, including enriched living environments, exercise areas, and dedicated puppy socialization spaces, common of breeders with whom Petland works, and demonstrates the high standards already in place and identifies opportunities to build upon them.

Petland Charities has also initiated a breeder improvement grant program that supports hands-on advancements in care, housing, and socialization. Through educational symposiums, and individualized guidance from Petland’s breeder relations and animal welfare experts, breeders are gaining practical guidance to extend the strong, nationally recognized care certification and practices under which many operate. Taking the research-based certification programs to the next level will ensure dogs receive elevated attention, enrichment, and preparation to become outstanding companions for individuals and families.

“Petland Charities is committed to working alongside breeders to continually enhance the level of care dogs receive,” said Winslow. “By investing in education, transparency, and hands-on support, we are helping to ensure pets are raised with the socialization and attention needed to thrive in homes and to strengthen the bond between people and animals.”

Beyond breeder initiatives, Petland Charities also continues to support impactful partnerships in U.S. communities, recently sponsoring SPCA Tampa Bay’s 35th Annual Pet Walk, reinforcing its commitment to reducing pet homelessness and supporting communities nationwide.

For more information about Petland Charities, visit [petlandcharities.org](https://petlandcharities.org).

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### **About Petland Charities**

*Petland Charities is a 501(c)(3) nonprofit organization dedicated to promoting the well-being of pets and strengthening the human-animal bond. Through education, advocacy, and support of high animal care standards, Petland Charities works to create positive, lasting change for pets, pet owners, and the broader animal welfare community.*

**Photo caption:** Petland Breeder Relations Manager Chris Heiskell speaks with breeders at recent Ohio Breeder Symposium about Petland Charities’ support for advancement of programs to prepare outstanding pet companions for individuals and families.