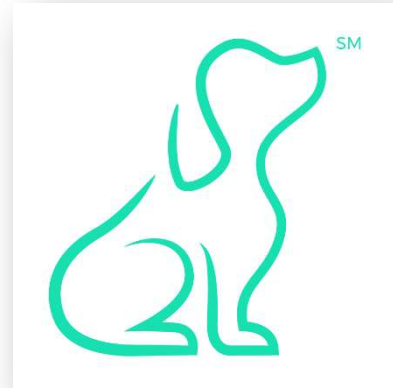


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PRESS RELEASE

FOR IMMEDIATE RELEASE

Canine Concierge Corporation: Pioneering a Path of Healing and Hope through Animal-Assisted Therapy (AAT)

Fairfax County, VA – March 19, 2024 – With a genuine commitment to making a meaningful impact in the community, Canine Concierge Corporation strides boldly into the spring season, heralding a new era of compassion and connection. Founded by Michael Stokes, an SSA-disabled, retired IT contractor driven by a profound, deep-seated desire to serve, this nonprofit organization emerges as a beacon of light dedicated to enhancing lives through the transformative power of animal-assisted therapy (AAT).

Inspired by the unwavering loyalty of his cherished Kuwaiti rescue dog, whose memory resonates deeply within him, Michael embarked on this noble journey to pay homage to his faithful companion and extend a lifeline of support to those in need within our community.

The journey of Canine Concierge has been one marked by determination and resilience. Overcoming significant challenges, from navigating the intricacies of the nonprofit establishment to securing essential licenses and insurance, the team has forged ahead with unwavering resolve. With a keen eye on the future, in addition to securing a virtual office in the Regus building, Canine Concierge has transformed a humble hotel suite into a cutting-edge facility meticulously designed to cater to the needs of their dedicated therapy dogs and Michael himself. This dedication has not gone unnoticed, as evidenced by the recent accolade of the Virginia State Corporation Commission's [Certificate of Good Standing](#).

Yet, the journey is far from over. Canine Concierge stands at the threshold of a new chapter, poised to expand its reach and impact within the community. The community's support is vital as they endeavor to [acquire and train](#) two American Kennel Club (AKC) Golden Retrievers, procure essential supplies, and launch comprehensive marketing campaigns to raise awareness of their invaluable services.

A profound commitment to education and advocacy lies at the heart of Canine Concierge's mission. Their goal is simple yet profound: to elevate public understanding and appreciation of AAT dogs, positioning them alongside their esteemed counterparts, Service dogs. Recognizing the pivotal role of local media in shaping community narratives, Canine Concierge seeks to foster greater awareness through strategic partnerships and outreach efforts.

- In February, Michael [aired commercials](#) on the [Hulu](#) streaming TV network, ran daily ads on the Google, [Facebook](#), and YouTube social media platforms, launched a [monthly newsletter](#), and has

a public service announcement ([PSA](#)) under consideration by the top ten DC Metro area broadcast TV networks.

Through the tireless dedication of their medically trained therapy dogs, Canine Concierge aims to offer a lifeline of hope and healing to those facing adversity. These remarkable animals serve as steadfast companions, offering solace and support to individuals navigating the complexities of emotional challenges. The impact of AAT knows no bounds, from reducing the risk of cardiovascular events to providing comfort in times of distress.

While the landscape of AAT continues to evolve, significant barriers persist, including invisible coverage from major insurance providers. Canine Concierge is trying to challenge these barriers, advocating for greater recognition and support for AAT services locally and nationally.

- Canine Concierge spearheaded communication with [Capitol Hill](#) policymakers and all the major health [insurance carriers](#) for reconsideration of AAT insurance coverage.

As a community-driven organization, Canine Concierge relies on the generosity of philanthropists, grants, and sponsors to fulfill their vital mission. With the support of compassionate individuals like you, Canine Concierge can continue to spread comfort, healing, and joy to those who need it most.

Join Canine Concierge in their noble pursuit of spreading hope and healing through animal-assisted therapy (AAT). For more information on how you can get involved, please contact us at 571-375-5932 or k9@canineconciergecorp.com.

About Canine Concierge Corporation: Canine Concierge Corporation is a dynamic nonprofit organization dedicated to improving lives through the transformative power of animal-assisted therapy (AAT). By providing specially trained and certified therapy dogs, Canine Concierge ensures that essential services are accessible to those in need, free of charge. Canine Concierge relies on the generosity of individuals, grants, and sponsors to continue their vital work.

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