



A NEW LEASH ON LIFE

**We support our nation's
disabled veterans by restoring their
confidence and independence.**

K9s For Warriors Unveils New Logo in Commemoration of 10-Year Anniversary as Nonprofit Organization, with Sights Set on Future Impact

Organization Committed to Establishing Infrastructure to Enable the Pairing of More Service Dogs with Veterans

PONTE VEDRA, Fla. (March 30, 2021) – K9s For Warriors is commemorating its 10th anniversary today by introducing a new logo, following initial approval as a 501 (c) (3) nonprofit organization on March 30, 2011. Shari Duval, founder of K9s For Warriors (who last month lost her battle with cancer), envisioned a lifesaving endeavor that could heal the invisible wounds of veterans returning home with symptoms of PTSD.

Bringing a Vision to Reality: In the decade since, the organization transitioned from its Roscoe Road location to an ever-expanding national headquarters and has become the largest provider of Service Dogs to military veterans suffering from PTSD, traumatic brain injury and/or military sexual trauma. Complementing its Ponte Vedra campus, additional K9s For Warriors operation facilities include the Gold Family Campus (Alachua, Fla.), Petco Foundation K9 Center (currently being constructed in San Antonio, Texas), along with a Northeast Florida mega kennel, which the organization plans to break ground on in May.

“As we transition to our new logo and celebrate 10 years as an organization – like Shari a decade ago – we have our sights set on the future impact we can make on veterans and dogs alike,” said Rory Diamond, CEO, K9s For Warriors. “From our Petco Foundation K9 Center in San Antonio to our plans for a Northeast Florida mega kennel, we’re committed to building an infrastructure that lets us pair more Service Dogs with veterans.”

Inspiration Behind the Logo: Through the introduction of its new logo, K9s For Warriors aims to pay tribute to its origin and impact as an organization to-date, while also forging ahead with an identity that reflects its aspirations to reach more veterans and rescue dogs.

- **K9s Silhouette:** utilizing negative space to represent a dog’s head in place of the number nine, the primary focus of the new logo is intended to reflect the incredible impact that a Service Dog can bring to veterans suffering from invisible wounds, such as PTSD
- **Left Star:** symbolizes K9s For Warriors’ more than 650 Warrior graduates who have been paired with trained Service Dogs
- **Right Star:** represents the nearly 1,300 dogs to-date rescued by K9s For Warriors

- **Middle Star:** the largest, signifies the commitment to helping future Warriors and Service Dogs
- **Stripes:** denotes K9s For Warriors’ dedication to the service members who protect the United States and its freedoms

Through the growth and development K9s For Warriors has experienced over the past decade, the mission has been constant, and a clear focus remains: to make a lifechanging impact on the lives of veterans and rescue dogs. As the organization celebrates its 10-year milestone with a vision for the future, below are a few milestones K9s For Warriors has achieved over the past decade:

Commemorating 10 Years of K9s For Warriors

March 30, 2011	Founder Shari Duval earns K9s For Warriors official status as a 501 (c) (3) charitable nonprofit organization
September 2011	Daniel (Navy veteran) receives Sarge, becoming first Warrior/Service Dog team to graduate from K9s For Warriors program
April 2014	Groundbreaking officially begins on Camp K9, originally a 17,000 square foot facility (home of current national headquarters)
January 2015	K9s For Warriors receives full accreditation from Assistance Dogs International
May 2015	K9s begins partnership with Purdue University; paves way for several research studies on Service Dogs’ ability to mitigate PTSD
July 2015	Camp K9 (nine acres) officially opens; organization graduates first class of veterans from new facility
February 2016	Groundbreaking begins on second kennel (27 dog capacity)
March 2016	K9s For Warriors celebrates five years as a nonprofit organization
April 2017	Organization sees 300th Warrior/Service Dog team graduate
February 2018	Gold Family Campus opens in Alachua, Fla., a 67-acre property that can be utilized as a second training location
December 2018	K9s earns four Emmy Awards for “A New Leash on Life,” (Amazon Prime / DNA Films) featuring K9s veteran/Service Dog teams
January 2019	K9s kicks off partnership with Petco to build “Petco Foundation K9 Center,” a training and rescue facility in San Antonio, Texas
January 2019	K9s breaks ground on Chartrand Family Warrior Resource Center, a two-story residential training facility on Ponte Vedra campus
August 2019	Davis & Osteen Families PARC Group K9s Training Center opens in Ponte Vedra (also includes canine wellness/vet resources)
October 2019	K9s announces plans to expand footprint in Northeast Florida with additional 5.5 acres of land for new mega kennel
January 2020	Organization sees 600th Warrior/Service Dog team graduate
December 2020	K9s renames Ponte Vedra campus to “Shari Duval K9s For Warriors National Headquarters”
March 30, 2021	Organization’s 10-year anniversary since official designation as a 501 (c) (3) charitable nonprofit organization.

K9s For Warriors – “By the Numbers”

658 – Veterans who have graduated from K9s For Warriors’ program
1,290 – Dogs who have been rescued by K9s For Warriors
21 – Days, accounting for the duration of the Warrior training program, from arrival through graduation alongside their Service Dog
42 – Average age of veterans when arriving to take part in K9s For Warriors’ program
46 – States (along with Washington D.C., Puerto Rico & Guam) where Warrior/K9 teams reside
92 – Percentage of Warrior graduates who report a reduction in medication upon being paired with a Service Dog
300+ – Veterans scheduled (in the next three years) to take part in K9s For Warriors’ program and be paired with a Service Dog
5,000 – Square footage of building space at Petco Foundation K9 Center in San Antonio, Texas
27,000 – Square footage of building space at K9s For Warriors National Headquarters in Ponte Vedra, Fla.

About K9s For Warriors

Determined to end veteran suicide, [K9s For Warriors](#) is the nation’s largest provider of trained Service Dogs to military veterans suffering from PTSD, traumatic brain injury and/or military sexual trauma. With the majority of dogs coming from high-kill rescue shelters, this innovative program allows the K9/Warrior team to build an unwavering bond that facilitates their collective healing and recovery. This treatment method is backed by scientific research (from Purdue University’s OHAIRE Lab) demonstrating Service Dogs’ ability to help mitigate their veteran’s

symptoms of PTSD while simultaneously restoring their confidence and independence. Founded in 2011 as a 501 (c) (3) nonprofit organization, K9s For Warriors remains committed to bringing widespread awareness to veterans' mental health and contributing to policy-level reform. The organization's three primary business operation facilities include: K9s For Warriors National Headquarters (Ponte Vedra, Fla.), Gold Family Campus (Alachua, Fla.), and Petco Foundation K9 Center (San Antonio, Texas).