



News Release

FOR IMMEDIATE RELEASE
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Dr. Crain Selected as National Program Consultant for WatchD.O.G.S.

WATCH D.O.G.S. Across America, the Springdale, AR born school based father involvement program that is sweeping the country, has selected Dr. Matthew Crain of Paragould as one of 8 National Program Consultants. Growth of the national organization has made it essential that additional support be available for the growing demand. Dr. Crain's work with WATCH D.O.G.S. will be a complimentary addition to his work with the Center for Fathers and Families.

National Program Consultants help market the WATCH D.O.G.S. program to schools and school districts. Individual schools rely on the consultant's experience to prepare for a successful launch event each year. Program Consultants are also available throughout the year to help schools successfully follow through with the program, now in its eighth year. As programs grow, they are eligible to be recognized as "Power Programs" by the National Organization and their affiliation with Tyson Foods.

Program Consultants also share the vision of this dynamic program with corporate sponsors who often fund the kick-off event or the entire program. Each consultant is issued a school kit for demonstration purposes to help schools see the quality and effectiveness of the supporting materials. Upon the decision to launch a WATCH D.O.G.S. program in their school, officials participate in a one hour training telephone call where they are trained how to successfully conduct a Pizza Night launch event and properly organize these fathers who attend to volunteer by the hundreds.

August and September will be busy months for schools and program consultants as dozens of programs launch early to take advantage of a full year of parent involvement. Schools wishing to increase father / father-figure involvement may contact Dr. Crain through the WATCH D.O.G.S. office toll-free at (888) 540-DOGS (3647) or by email at matthew@watchdogs.net.