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**MEDIA ADVISORY  
FOR IMMEDIATE RELEASE**

**Calling All Service Dogs Throughout Bucks County and Surroundings!**

***CARES in Langhorne Will Offer Free Eye Exams to Working Canines This May***

**Langhorne, PA** – The Center for Animal Referral and Emergency Services (CARES) in Langhorne is teaming up with The American College of Veterinary Ophthalmologists® (ACVO®) to take part in the ACVO® National Service Dog Eye Exam event. **This event will provide free sight-saving eye exams to service dogs throughout Bucks County and beyond.**



**What qualifies a dog for a free exam?**

Service Dog groups include: guide dogs, handicapped assistance dogs, detection dogs, and search and rescue dogs qualify. Dogs must be 'working dogs', which were certified through a formal training program or organization to qualify.

**How to sign up:**

**Starting April 1, 2009**, qualified, participants must register online at

[www.acvoeyexam.org](http://www.acvoeyexam.org). They can click on "Dog owners/participants" at the top of the page and follow the instructions. Once a participant is registered, they can contact CARES at (215) 750-2774 and let them know they are registered for the ACVO Service Dog Event and need to make an appointment. **CARES in Langhorne will offer free appointments May 4<sup>th</sup>-9<sup>th</sup>, 2009.**

Board Certified Veterinary Ophthalmologist Dr. John Peiffer, DVM, PhD, DACVO, will examine the seeing eye dogs during the event. "In these exams, we hope to identify any health issues in their early stages. Early detection and treatment are the keys to fast

recovery,” Dr. Peiffer says. “Dogs like these are eager to help and ask for nothing in return, except some of our praise and companionship. The least we can do is pay them back by keeping them healthy.”

More than 140 board certified veterinary ophthalmologists and 1,300 general veterinarians across the US and Canada will work together in May to provide these services at no cost to service dog groups. Thousands of Service Dogs are expected to participate.



**About Dr. Robert Peiffer:**

An award winning veterinarian and published author, Dr. Peiffer is a graduate of the University of Minnesota, having earned his Bachelor of Science in 1969, his Doctorate of Veterinary Medicine in 1971 and a PhD in 1981. He is board certified in veterinary ophthalmology. He has served as President of the American College of Veterinary Ophthalmologists, the American Society of Veterinary Ophthalmology and the International Society of Veterinary Ophthalmology. He is a member of CARES’ full-time staff.

**MEDIA OPPORTUNITIES:** The media is invited to interview Dr. Robert L. Peiffer, DVM, PhD, and welcome to take video/photos of patients undergoing exams, both in advance of the events and day of the events. **Please contact Julie Robbins (813) 412-3342 or [Julie@FetchingCommunications.com](mailto:Julie@FetchingCommunications.com).**

**About CARES:**

*CARES is a full service specialty referral, emergency and critical care veterinary hospital. Specialty cases are seen by referral from the primary care veterinarian. Specialty services include: Cardiology, Clinical Pathology, Internal Medicine, Oncology, Ophthalmology, Radiology, Surgery and Client Support. The hospital also offers 24 hour emergency care. CARES has been voted 2008 Neighbors’ Choice Award Winner for Best Veterinarian/Animal Hospital in Bucks County. For more information, visit [www.vetcares.com](http://www.vetcares.com)*

**About the ACVO®**

The ACVO® is an approved veterinary specialty organization of the American Board of Veterinary Specialties, and is recognized by the American Veterinary Medical Association. Its mission is “to advance the quality of veterinary medicine through certification of veterinarians who demonstrate excellence as specialists in veterinary ophthalmology”. To become board certified, a candidate must complete their DVM program, a one year internship, a three year residency and pass a series of credentials and examinations.

