

Robin Ganzert Announces Strategic Partnership to Protect Pets

Written by Australian Business

WASHINGTON, DC, September 25, 2013 /**24-7PressRelease**/ -- Keeping pets safe is one of the highest priorities for [Robin Ganzert](#)

, who is the president and CEO of the American Humane Association (AHA). A non-profit organization, the AHA is devoted to protecting the wellbeing of animals, and this means keeping them safe when they are traveling.

A recent [article](#) published by FOX News explains that, according to a study run by the AHA, 100,000 dogs are killed on an annual basis due to accidents that occur when they are traveling in the beds of trucks. These accidents include vehicle collisions, jumping out when the vehicle is actively moving, being struck by debris and low-hanging limbs, and even being exposed to harsh weather conditions--both hot and cold.

To help reduce this number, the AHA has forged a strategic partnership with Ford. Ford is one of the leading truck manufacturers in the country, and the influence of this brand will prove essential in keeping animals safe when they are traveling. The company has provided a list of recommendations to assist truck owners in ensuring that their dogs are safe. These include: putting dogs in the truck cab, rather than the bed; opting to settle dogs in the backseat if possible; crating dogs in the car when able; using a pet seatbelt if crating is not possible; keeping dogs completely inside the truck cab (i.e. not letting them stick their heads out of the window); ensuring proper identification is on the dog at all times via tags, a collar, and a microchip; and never leaving dogs unattended in a vehicle.

Robin Ganzert agrees with all of these tips and she strongly encourages truck owners to heed these recommendations when traveling with their dogs. "Traveling with dogs is, certainly, easier when pet owners simply put them in the truck bed and get going, but this is so dangerous," Ganzert asserts. "Paying attention to safety when traveling with a pet really isn't that difficult,

and it really doesn't take up too much time. Simply make certain that the pet is inside, not out in the truck bed, and that they aren't at risk of encountering any debris or low-hanging limbs. Think about what would happen should there be an accident and take the time to reduce the odds that a pet would be injured during such a situation. These tips that Ford has provided are perfect for pet owners looking to improve their dogs' safety, and the AHA is so happy to be partnering with Ford on this initiative."

Robin Ganzert hopes that, through this new partnership, the AHA and Ford can save the lives of pets by improving awareness regarding the dangers that are associated with traveling with a dog in the back of a truck.

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ABOUT:

President and CEO of the American Humane Association, [Robin Ganzert](#) has served this non-profit organization as its leader since 2010. Over the course of her tenure thus far, Ganzert has assisted in the transformation of the organization, helping it to become more relevant and a more active part of the non-profit community. Through her efforts, Ganzert has contributed to the innovative development and launch of the following programs: No Animals Were Harmed, Wags4Patriots, Red Star, Humane Heroes Clubs, and Hero Dog Awards. Ganzert is devoted to protecting the wellness, welfare, and wellbeing of both children and animals around the world.