



Northbrook- May 19, 2015



## **Local Business, Wolf's Lair K-9 Launches Mobile Business Vehicle to Cater to the needs of the North Shore and Chicagoland**

Now that the footprint (or paw print if you will) has been made by Chicagoland based Northbrook-based Wolf's Lair K9 throughout the North Shore and Chicagoland, the professional dog training business recently launched its own Mobile Business Vehicle that not only provides an efficient and effective advertising/branding strategy to continue to reach the local communities, but more importantly offers amenities sure to pamper all of its client's dogs.

"We are excited with the response we have already received since launching our new mobile business vehicle. It appears that we have already started to grab the eyes of other drivers, pedestrians and other passers-by. We continue to spread the word about our services. And now our business vehicle is available for when we pick up and drop off client's dogs that train with us. The inside has both heating/cooling, fans, six individual kennels for safety in case of accidents, and allows us greater flexibility for 'Doggie Field Trips' to various locations to train with dogs that are with us including dog parks, Home Depot, forest preserves, etc."

Wolf's Lair K9 launched its Mobile Business Vehicle recently throughout the North Shore and Chicagoland and included on the truck's signage is an image of the Company's logo, photos of some of their canine clients, details on services, as well as contact details including the phone number and website.

Some of the Wolf's Lair K9 services highlighted include: Basic and Advance Obedience, Behavior Modification, Puppy Manners, and the fact that Wolf's Lair K9 train all breeds.

According to Carlos D. Aguirre, Wolf's Lair K9 owner, "We especially look forward to now offering our clients and their pets a safer, comfortable mobile driving experience. In addition, we look forward to reaching new members of the community who may have thought about hiring professional dog trainer, but didn't know where to find one," added Aguirre.

Wolf's Lair K9 is a professional dog training business owned and operated by Marine Corps veteran Carlos D. Aguirre and his wife Elizabeth, which opened to help dog owners build a stronger bond with their canine through a variety of techniques and programs. In addition to the North Shore, Wolf's Lair K9 also serves and works with families throughout the Greater Chicagoland area, Southern Wisconsin, Northern Indiana and Southern Michigan.

Wolf's Lair K9 services range from private training at a client's home, day training at the facility, or a "lodge and learn" program (a 6-8 week course where dogs live & train at the facility and learn how to happily coexist in a home environment). Wolf's Lair K9 also has specialized training options available such as separation anxiety training, agility training, canine socialization, house-breaking and even AKC/UKC competition obedience.

Aguirre was first exposed to working with dogs while serving in the United States Marine Corps, which included deployments to Japan, Norway and Iraq. During a tour in Iraq, Carlos earned a Purple Heart after taking a bullet to his shoulder. The canine training and methods he learned in the military allowed him to find his true passion for dogs which led him to further his studies and graduate from the renowned Tom Rose School for professional dog trainers in St. Louis. Carlos earned his Professional and Master Trainer degrees after completing a two year extensive training program.

#### About Wolf's Lair K9

Wolf's Lair K9 offers specialized training options, including everything from simple everyday obedience for the home such as unwanted jumping or anxiety related issues, to proper leash management, the fundamentals of aggression management to advanced canine obedience for competition sports. For more information, please go to [www.wolfslairK9.com](http://www.wolfslairK9.com), or call 847.280.1532.