



Press Release – Tuesday 04 May 2010

A recent article published in the *Weekend Australian Magazine*, 1-2 May 2010 bemoaned the “designer dog” and presented a largely negative view of breeds such as the Labradoodle.

Amalie Labradoodles is proud to be accredited with the Australian Labradoodle Association (ALA). We are based in Brisbane and breed a limited number of Labradoodles each year as companion dogs and for sale through our website or by personal referral.



The ALA was established in 1998 and is affiliated with the International Australian Labradoodle Association (IALA) representing over 164 accredited breeders worldwide. The ALA aims to promote and protect the Australian Labradoodle as a developing breed. Despite its relative newness, the Labradoodle has achieved great popularity, and with that, occasional negative publicity and comment from purebred dog breeders. The Labradoodle combines a mix of three recognized purebreeds: Labrador, Poodle and Cocker Spaniel (American and English).

Unlike the two kennels reviewed in the article, we are an accredited breeding “kennel” with the ALA. While the term kennel conjures up images of dogs lined up in cages, lots of noise and little human interaction, at Amalie it is simply a term to describe what we do – we breed puppies. The image described in the article is just the opposite of who and what we are.

Our family has been breeding puppies for several years now and we have a limited number each year. They are reared at home with us so there’s loads of social interaction. Our adult dogs are walked and groomed regularly and attend obedience training to ensure they are socially acceptable, healthy ambassadors and an asset within our community.

Our breeding philosophies are to:

- Select pairings that aim to improve the physical characteristics of the breed and the puppies we produce
- Health test and assess our breeding stock to ensure we produce puppies of sound health and temperament
- Provide a three year genetic health guarantee because we are confident that we have done all we can to limit preventable genetically inherited disease.

Please take a look at the information on our website www.amalie.com.au particularly on the breeding program and resources pages and I encourage you to ask questions by contacting us: phone |0410 584-723 email | info@amalie.com.au

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