



Ph 8348 1300 [awlsa.com.au](http://awlsa.com.au)

# Media Release

10 January 2011

For Immediate Release

## “Barking Up the Family Tree”

How many times have you been asked ‘what breed is your dog?’ only to take a good guess and hope you are right?

Now thanks to the AWL, dog owners can give up the guessing and scientifically confirm their much loved mutts’ makeup with the BITSA™ Kit (Breed Identification Through Scientific Analysis) – Australia’s first and only DNA based breed identification test.

Using their dog’s saliva (taken with a safe and non-invasive simple mouth swab), the BITSA™ Test will compare with DNA snippets from hundreds of dog breeds to give an accurate history of your dog’s breed mix.

Is their dog made up of predominantly one breed or a number of breeds?

Knowing a dog’s breed history can be an important influence on how dog owners can interact, train and care for their pet. This new technology can aid in identifying potential health issues and behavioural traits.

The comprehensive pack, returned in around 15 working days, will detail their mutt’s family tree broken down into primary, secondary and distant breeds, plus they will receive tips and suggestions on special health care and exercise AND an official test results certificate and a BITSA™ doggy passport.

The BITSA™ Kits are available from the AWL [www.awlsa.com.au](http://www.awlsa.com.au)

20% of every BITSA™ kit sold through the AWL will be donated back to the AWL to help continue to care for and re-home even more loveable mutts.

### Media Contact

**Brenda Champion**  
*Public Relations  
and Communications Officer*

M: 0448 001 254  
T: (08) 8348 1349  
E: [Brenda.Champion@awlsa.com.au](mailto:Brenda.Champion@awlsa.com.au)

[www.awlsa.com.au](http://www.awlsa.com.au)