

**Media Contact:**

Jennifer D. Dubow

[jdubow@caninesinc.com](mailto:jdubow@caninesinc.com)

919.593.1923



FOR IMMEDIATE RELEASE:

**Connecting the Dots: New Partnership Will Transform Canine Research by  
Linking Dog Genetics and Behavior**

Durham, NC (October 24, 2016) - Dognition + Embark begin world's largest canine behavioral genetics study. By pairing cognitive and behavioral data on dogs with genetic information, researchers will give owners deeper insights into their dogs' minds and alert owners if their dog is likely to develop certain genetic conditions that will have an impact on their health.

[Embark Veterinary](#) and [Dognition](#) are partnering to conduct the largest study on dog behavior and genetics. This unparalleled opportunity will give owners deeper insights into their dogs' minds and alert owners if their dog is likely to develop certain genetic conditions that will have an impact on their health. For the first time, consumers will have access to this extensive level of insight about their dog's health and behavior.

The new partnership between Embark, the world leader in dog DNA testing, and Dognition, the pioneering, online dog cognition service, will be the largest canine behavioral genetics study to date, with more than 5,000 dogs taking part. The study will be led by Embark's co-founder Dr. Adam Boyko, Assistant Professor in Veterinary Medicine at Cornell University, and a world renown dog geneticist, and Dognition's co-founder, Dr. Brian Hare, an Associate Professor in Cognitive Neuroscience at Duke University, a New York Times best-selling author, and one of the top canine cognition experts in the world.

Dr. Boyko and Dr. Hare have spent the last decade trailblazing new insights in dog evolution, genetics, health, and cognition.

The new partnership will allow us to understand why dogs act the way they do. By pairing cognitive and behavioral data on dogs with genetic information, researchers will explore:

- The origin of behavioral tendencies
- The most effective training methods to use with dogs at different ages and stages of their development
- The level to which environment and breed affect each dog's behavior
- The rate of cognitive decline based on genes and breed

“This is a great opportunity to give owners insights into their dog while driving scientific discoveries,” said Dr. Adam Boyko. “This study is bigger than anything we’ve seen before and will focus on understanding the genes in dogs that influence cognition. Because dogs are all so different behaviorally, they’re ideal for uncovering the genes behind behavior, and the genes we find in dogs will be important in studying people.”

Dr. Brian Hare adds, “Dogs have an extraordinary ability to understand us in ways that no other species can. Understanding the secrets inside their minds is going to take this kind of research, and we can’t wait to get started.”

“The ability to marry vast quantities of genetic and behavioral information in dogs will propel canine research into new territory and make a major contribution to many fields of animal health including veterinary medicine, animal behavior research, nutrition, and animal psychiatry,” says Dr. Nicholas H. Dodman, Professor Emeritus, Tufts University and author of *Pets on the Couch*.

The study is open to dogs of any breed, and available worldwide. Customers will receive a discount on the combined Dognition and Embark testing panels through <http://try.embarkvet.com/dognition/> and will be updated as the study progresses. They will also receive the full Embark and Dognition results currently available to customers, including over 160 health conditions, breed analysis, and a report detailing the dog's cognitive profile. Enrollment begins October 24, 2016.

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### **About Dognition**

*Dognition offers fun, science-based games to dog lovers and everyday “citizen scientists” to see their dogs’ mind in action and contribute to research that furthers the study of dog cognition. Our mentally stimulating games offer enrichment activities for dogs and help owners discover how their dogs think and solve problems while contributing to the greater good of all dogs.*