



Press Kit



DIRE WOLF PROJECT...

Dedicated to bringing back the exact bone and body structure of the extinct, prehistoric Dire Wolf in a loving family companion dog using only domesticated dog breeds.

The Dire Wolf Project's mission is to provide everything a family needs to support a happy life for their American Dirus dog. We are a women and family-owned and operated independent corporation.



100% Dog, 0% Wolf™

www.direwolfproject.com



DIRE WOLF PROJECT MEDIA COVERAGE



THE WASHINGTON POST

Dire wolves were real. Now someone is trying to resurrect them.

Karin Brulliard, 07/31/2017

INTERNATIONAL BUSINESS NEWS

Are Direwolves Real? Extinct "Game of Thrones" Wolf Could Be Resurrected

Joe Difazio, 07/31/2017

WIRED

Your Dreams of Owning a Dire Wolf Can Finally Come True (Sort Of)

Rachel Edidin, 03/26/2013

C/NET

Order a living 'Game of Thrones' dire wolf (almost)

Amanda Kooser, 03/27/2013

MTV

Game of Thrones: Breeder Creates Real-Life Direwolves

Valerie Gallaher, 03/28/2013

THE ESCAPIST

Dire Wolf Project Breeding Pets for Game of Thrones Fans

Sarah LeBoeuf, 03/29/2013

OREGON BUSINESS

Oregon dog breeder creating Game of Thrones style dire wolves

Jennifer Margulis, 07/30/2013

DURANGO HERALD

The American Alsatian is the World's First Large Breed Companion Dog

Patrick Armijo, 05/2012

THE BERKELEY DAILY PLANET

Wild Neighbors: Former Californians: The Dire Wolf

Joe Eaton, 04/03/2011

MEDFORD MAIL TRIBUNE

Big dogs' life work is to be mellow

Bill Varble, 12/30/2004

VENTURA COUNTY STAR FREE PRESS

Vista Magazine

A kinder, gentler canine

Brett Pauly, 11/19/1989



DIRE WOLF PROJECT QUOTES



“There is NO wolf blood in our dogs as I would NEVER breed a wolf into any companion dog.”
– Lois Schwarz, founder of the Dire Wolf Project

“So I thought, everybody wants the wolf look; I’m going to work on the wolf look, but I’m also going to work on the temperament and the character of the dog to fit a companion dog.” – Lois Schwarz, founder of the Dire Wolf Project, speaking to the Washington Post

“The wolf is not a domesticated animal; it is a wild animal. Dogs are domesticated and no one should breed any domesticated animals with wild animals. It defeats the purpose of being domesticated.” – Lois Schwarz, founder of the Dire Wolf Project

“The Dire Wolf Project is traveling from purebred to strongbred on the road to healthy, long-lived dogs.”
– Jennifer Stoeckl, CEO and co-founder of the Dire Wolf Project

“Strongbred dog: a new type of modern dog breed with a documented pedigree held in a permanently open studbook that is regulated by a unified breed club in which all breeders work together toward a common standard.” – Stoeckl, Jennifer. Dire Wolf Project: Creating an Extraordinary Dog Breed. DireWolf Publishing. 2019. pg 317.

“One can find the truth in the most unexpected places and even a person without credentials and accolades from prominent figures in our day can hold the truth so deeply that no matter who may come along to uproot them, the truth remains. My mother [Lois Schwarz] presented me with her proof, as humble as it was, I simply had to have the open-mindedness to take hold of it and learn.” – Stoeckl, Jennifer. Dire Wolf Project: Creating an Extraordinary Dog Breed. Dire Wolf Publishing. 2019. pg. 7



DIRE WOLF PROJECT

Quick Facts



(All statistics listed below are as of: January 1, 2023.)

Since the American Dirus dog breed began in 1988, more than 2400 puppies have found loving homes with families around the world.

The following dog breeds have contributed their genetic material to the dogs within the project: German Shepherd Dog, Alaskan Malamute, Akita, English Mastiff, Golden Retriever, Labrador Retriever, Great Pyrenees, Anatolian Shepherd Dog, and Irish Wolfhound.

180 American Dirus dogs have been DNA tested, with only one detectable genetic health disease, [CMR1](#), known to be held in a few dogs within the breed. All of the other 172+ genetic health diseases tested for through DNA are not seen in this breed.

The most prominent health issue in the American Dirus dog breed is [hypothyroidism](#), currently reported to affect 3.1% of American Dirus dogs in the last eleven years.

The second most prominent health issue in the American Dirus dog breed is [panosteitis](#), currently reported to affect 1.8% of American Dirus dogs in the last eleven years.

The overall negative health percentage for all health issues, genetic or otherwise, reported to have occurred within the breed since its inception in 1988, including all foundation stock and crossbred dogs, is currently 5.6%.

The average American Dirus puppy birth rate for the last seven years is 61 puppies per year.

The average lifespan of the American Dirus dog is 12 years old. The oldest American Dirus dog was 14 years old when she died.

Despite having begun the project with large and extra-large working dog breeds, with the aid of specifically designed and standardized puppy temperament tests, the breed has shifted from working dog behavior traits to non-working or companion dog behavior traits, with more behavior variation experienced in crossbred lines.



DIRE WOLF PROJECT Pictures/Videos



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Please refrain from using and/or archiving the resources provided below if you are not a member of the press.*

Need high resolution pictures of the dogs from the Dire Wolf Project for your latest article?
Click the link below for over forty photos of American Dirus dogs of all colors to choose from.

[American Dirus dog high resolution pictures](#)

Are you preparing a video segment on the Dire Wolf Project and want to feature a few video captures of our American Dirus dogs? Click the link below for prepared videos.

[Videos featuring American Dirus dogs](#)

If you would like additional photos and/or video footage of a specific look or you would like to schedule an interview, please email Jennifer Stoeckl, CEO and co-founder of the Dire Wolf Project at:

jennifer@direwolfproject.com

Find us on Facebook: [@direwolfproject](#), [@direwolfdogs](#)

Find us on YouTube: [DireWolf Dogs of Vallecito](#)

Find us on Instagram: [@direwolfproject](#)

www.direwolfproject.com