

Media Contact:

(Sonoma-Marin Fair 2018/World's Ugliest Dog® Contest)
Christy Gentry 707.326.5058 publicity@sonoma-marinfair.org

FOR IMMEDIATE RELEASE

Zsa Zsa Wins the 2018 World's Ugliest® Dog Contest

ENGLISH BULLDOG WINS BY A TONGUE



Petaluma, CA - June 24, 2018 - The paparazzi was in full swing for the World's Ugliest Dog contest as Zsa Zsa, a rescued English Bulldog from Anoka, Minnesota charmed her way into the judges hearts. Nine years young with a swaggering tongue, Zsa Zsa delivered a shower of slobber as she claimed this year's title.

Zsa Zsa's adopted parents, Megan and Jesse Brainard share, "she was a puppy mill dog for 5 years in Missouri sent to a dog auction and later purchased by Underdog Rescue. From the moment we saw her beautiful face, we knew we would be her forever home. We are so excited for her, she deserves this."

NBC News correspondent and contest judge, Jo Ling Kent, said "it was a very difficult decision, we loved all of the dogs. It was a huge responsibility and we are just so happy for Zsa Zsa."

Zsa Zsa and her loving family are being flown to New York for a live appearance on NBC's Today Show scheduled to air Monday, June 25 during the 8 a.m. hour. Her prize included a very large trophy, \$1500, and a donated prize match for Underdog Rescue.

The red carpet runners up included 2nd place winner Scamp, owned by Yvonne Morones, who also claimed the Spirit Award and third place winner Josie, owned by Linda Elmquist.

There were fourteen proud pups competing in this year's World's Ugliest Dog® Contest and all went home winners. Each contestant was given a gift basket and a personalized pet tag by Pawscout®, The Smarter Pet Tag™, the contest's presenting sponsor.

"Celebrating the beauty within every pet and providing an innovative solution that helps all pets stay safe and in their forever home, the entire Pawscout team wants to congratulate Zsa Zsa, the winner of the 2018 World's Ugliest Dog® Contest," states Aaron Lamstein, Executive Chairman of Pawscout and Co-Founder of Worldwise, Inc. "Zsa Zsa will now wear a personalized Pawscout Smart Pet Tag to help her pet-parents stay connected. It's been an honor to partner with Sonoma-Marin Fair this weekend to promote adoption and to celebrate Zsa Zsa, this year's World's Ugliest Dog.

For more information visit Sonoma-MarinFair.org.

###