

Media Contacts:

(Sonoma-Marin Fair 2018/World's Ugliest Dog® Contest)
Christy Gentry 707.326.5058 publicity@sonoma-marinfair.org
(Pawscout® by Worldwise, Inc.)
Erin Terjesen 602.625.2871 erin@propelcommunications.com

FOR IMMEDIATE RELEASE

World's Ugliest Dog® Contest Calls For Applicants to Compete For Fame and Philanthropy



Petaluma, CA – June 12, 2018 - The Sonoma-Marin fair is calling all dogs to join the World's Ugliest Dog ® Contest on June 23rd, 2018. With a face only a fur-momma could love, these pups are put to the test for the world's best cause and to celebrate that every dog is adorable by promoting the power of community and importance of adoption. Entries will be accepted between now and Wednesday, June 20th by 5pm PST on the World's Ugliest Dog® [Contest website](#).

These dogs are in on the joke, as the contest isn't only for a good laugh. Many of the pets entered in the past have been animals that have been adopted after being rescued from shelters or puppy mills. The owners of these dogs have taken them in despite some physical features like hair loss, hunched backs or dental deformities. They also might have taken in an animal that required some health care and are not easily place in forever home. The goal of the contest is to continue to advocate for pet adoption as a reminder to Adopt, Don't Shop.

This year's presenting sponsor is local Marin-based company [Pawscout®, The Smarter Pet Tag™](#). Contestants will be awarded the gift of peace of mind and better connectivity to their own community, as each will receive a Pawscout®, The Smarter Pet Tag™ for joining the show.

By participating, contestants will also be part of an initiative to help sheltered and displaced pets find their forever home and promote awareness for pet safety. This year's sponsorship dollars will fund a prize match donation for a pet rescue/adoption nonprofit pre-selected by each winner. That means that \$3,000 has been earmarked for the awarded non-profits.

The contest day, June 23, begins with pre-contest entertainment and information on pet care and adoption. Pups and handlers then stroll the red carpet to show off their silliest qualities to the judges, international media, and fans.

Previous winners like Martha, a 3-year-old [Neapolitan Mastiff](#) who won the 2017 contest have set the bar high for entertainment value. The 125-pound pooch was most applauded for having extremely droopy jowls, an uncooperative personality, and being a "snoring,

**SONOMA-MARINFAIR.ORG | 175 FAIRGROUNDS DRIVE | PETALUMA | CA | 94952
VOICE 707.283.3247 | FAX 707.283.3250**

gassy" dog that refused to show off for the crowd. Other winners have included qualities like a perpetually long wagging tongue, hairless legs, or a duck-footed gait. No feature is too ugly to take the show!

Help take these dogs from rags to riches as they get put to a vote for the crown prize of the World's Ugliest Dog® by attending the Sonoma-Marín Fair and voting for the Peoples Choice Award online. The top 3 winners will receive a trophy, cash prize, and notoriety. The first-place winner will be swept off to New York for television appearances with a grand prize of \$1500.

Enter your pooch online at http://www.sonoma-marinfair.org/worlds_ugliest_dog_2018. Entries need to include a written biography for your dog, a high quality digital photo of the pup, and proof of updated vaccinations. The deadline to enter is June 20 by 5 p.m.

About Pawscout, Inc.

Designed to replace the old-school metal tags that haven't changed in 200 years, Pawscout® helps you find lost pets, record walks, and discover your neighborhood. The companion Pawscout App serves as a resource for pet parents everywhere, providing thousands of pet-friendly places to explore. With every download, Pawscout's network gets stronger, making it that much easier to give pets their happiest, healthiest, and safest lives. Pawscout is available at over 5,000 retail locations across the United States and Canada, including Pet Valu, Pet Supermarket, Kroger, Publix, Stop & Shop, and select independent pet stores, Pet Supplies Plus, Global Pet Foods, Canadian Tire, and Walmart Canada stores, among others. www.pawscout.com

About the Sonoma-Marín Fair

The 2018 Sonoma-Marín Fair will be taking the summer fun "Beyond the Milky Way" from June 20-24, 2018. Enjoy 5 fun-filled days of FREE concerts, unlimited carnival rides, sprint car racing, wine tasting, fun games & contests, delicious fair food, and more. For details, visit sonoma-marinfair.org or call (707) 283-3247. Be the first to know about all of the fun by following us on Facebook, Instagram, and Twitter. Plan for an out of this world experience!

###