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(Sonoma-Marin Fair 2018/World's Ugliest Dog® Contest)  
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**FOR IMMEDIATE RELEASE**

## **Bay Area Company Supports the World's Ugliest Dog® Contest in a Campaign for Community**

Pawscout®, The Smarter Pet Tag™, partners with the Sonoma-Marin Fair to help misplaced pets find a forever home that's as beautiful as they are.

PETALUMA, CA – May 23, 2018 – This world-renowned pageant for not-so-pretty pooches is *four paws in* when it comes to advocating for pet adoption. And to maximize the message of the 2018 contest, campaign, and June event, the World's Ugliest Dog® Contest is announcing a first-of-its-kind team-up with Pawscout®, The Smarter Pet Tag™. The World's Ugliest Dog Contest and Marin-based Pawscout, Inc., will launch a community campaign to celebrate the beauty of pets everywhere, while promoting pet safety through community connection.

“The World's Ugliest Dog Contest is really about the Cinderella stories,” shares Sonoma-Marin Fair Publicist, Christy Gentry. “Many of our contestants have been rescued and adopted after becoming lost, so Pawscout is the perfect partner to help us campaign for pet safety and extend the powerful importance of building a pet-loving community. Not only will Pawscout, The Smarter Pet Tag™ be a gift to all of this year's contestants, but their sponsorship dollars will fund a prize match donation for a pet rescue/adoption nonprofit pre-selected by each winner.”

“With a staggering 1 in 7 pets lost each year in the U.S. alone, keeping pets safe in their forever homes is one of Pawscout's biggest priorities,” says Pawscout founder Andrea Chavez. “The Pawscout Smarter Pet Tag was created to promote safety, fun, and the irreplaceable power of community. Pawscout is affordable, and includes a free App to help pet owners of every lifestyle stay connected. We are honored to partner with Sonoma-Marin Fair next month to promote adoption and to celebrate this year's World's Ugliest Dog.”

According to fair officials, this year's contest will be held on Saturday, June 23, 2018, during the Sonoma-Marin Fair, which runs from June 20-24. For more information on the fair and World's Ugliest Dog Contest, please visit [sonoma-marinfair.org](http://sonoma-marinfair.org).

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

For pet lovers looking to enter their dogs, entries are now open and available online at [sonoma-marinfair.org](http://sonoma-marinfair.org). You can also contact contest officials at 707-867- 6598 and [wud@sonoma-marinfair.org](mailto:wud@sonoma-marinfair.org).



Assets for Pawscout®, The Smarter Pet Tag™:

Logo for Pawscout + Photos (Dog Lifestyle Images), please click:

- [HERE](#) for digital/web resolution or,
- [HERE](#) for print/high resolution

**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](http://www.pawscout.com)

**About the Sonoma-Marin Fair**

The 2018 Sonoma-Marin 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](http://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!