

Does Your Dog Have What it Takes to be Crowned 'Eukanuba World Challenge Champion'?

In a global first, Eukanuba, premium dog food manufacturer, will extend its current relationship with the world's most prestigious authorities in breed standards: the Fédération Cynologique Internationale (FCI) and The American Kennel Club (AKC) in a unique competition within the world of dog shows: 'The Eukanuba World Challenge'. Eukanuba offers 40 champion dogs from around the world a chance to compete in the Eukanuba World Challenge during the AKC / Eukanuba Championship 2007 on December 1-2, 2007 in Long Beach, California, North America.

Michael Canalizo, Director AKC Event Management enthuses: *"Doing a dog show on such a global scale is a really fantastic and unique accomplishment. I anticipate seeing the crème de la crème of international dog handling at the shows and cannot wait to see who will be triumphant as the 'Eukanuba World Challenge' Champion."*

Eukanuba, the FCI and the AKC share a common passion to encourage dogs to reach their true potential, helping all dog lovers to celebrate the excellence of dogs. Eukanuba does this through premium nutrition; nutrition which has been developed to help all dogs become the very best and to promote their well-being. And, both the AKC and the FCI encourage breeders to ensure dogs' well-being through breeding and responsible ownership.

"We expect this challenge to bring excitement within the breeder community and being selected as the dog to represent your country at the AKC / Eukanuba Championship and in the Eukanuba World Challenge signifies an important recognition for the achievements of these dogs and their owners. The FCI will work closely with the Kennel Clubs to ensure the best dogs will be selected to compete in the Eukanuba World Challenge" says Karl Reisinger, vice-president of the FCI.

Eukanuba World Challenge PRIZE

40 dogs and their owners (maximum two people per dog) will be invited for a one-week, all expenses paid, trip to the USA to represent their country. This trip will include an invitation to the Eukanuba / AKC Championship arena where the dogs will participate in the Eukanuba World Challenge Cup, worth \$10,000. Additionally the 40 international contenders can compete in two intense days of challenges within their breed classes for a chance to win the "Best in Show" title.

"Eukanuba is thrilled to create this unique opportunity for breeders world-wide in conjunction with the FCI and the AKC. We hope to find many excellent dogs that will impress, not only the judges, but breeders and dog owners throughout the world", comments David Morgan, Scientific Communication Manager Eukanuba.



Rules & regulations for participation

The Kennel Clubs and the FCI will work closely together during the selection process. The team of 40 champion dogs will be selected in October 2007.

Champion dogs from Europe (excluding UK), need to adhere to the following conditions to be eligible to participate:

- The dog must be a 2007 CACIB (Certificat d'Aptitude au Championnat International de Beauté) winner
- The dog's owner will become a member of the Eukanuba Breeder Club
- The dog must be a recognized FCI breed
- The dog's owner must be prepared to sign over photo and testimonial rights to Eukanuba for media activities pre and post 2007 AKC Eukanuba championship show.
- The dog and owner must have a valid (pet) passport in compliance with the US immigration regulations

Vince Hogan of "Our Dogs" an international magazine covering all major canine events comments on the Eukanuba World Challenge: *"This unique and innovative development raises the world of show dogs to new levels of exhibitor involvement, reward and excitement. It fits hand in hand with "Our Dogs" policy of covering the best dog show activities worldwide. As communications make the world a smaller place, an event such as this, culminating in a spectacular finale in America, is now a reality and we are looking forward to follow this challenge closely...right through to the Eukanuba World Challenge Champion in December!"*

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Notes to Editors:

The American Kennel Club

The AKC is dedicated to upholding the integrity of its Registry, promoting the sport of purebred dogs and breeding for type and function. Founded in 1884, the AKC® and its affiliated organizations advocate for the purebred dog as a family companion, advance canine health and well-being, work to protect the rights of all dog owners and promote responsible dog ownership.

The 2007 AKC/ Eukanuba Championship 2007 will once again be held at the Long Beach Convention Centre on Saturday and Sunday December 1-2, 2007.

The AKC / Eukanuba Championship 2007 has something for everyone:

- Two days of competition involving thousands of dogs. Culminating with evening group and Best in Show judging
- Demonstration rings throughout the show that will host a variety of exciting and educational presentations including herding, retrieving, and scent work
- Over 160 different breeds of AKC registered dogs at the AKC "Meet the Breeds" displays
- Vendor booths packed with everything for dogs and their owners
- Two days of action packed competition as the AKC Agility Invitational and AKC Obedience Invitational are held to find the world's top dogs.
- AKC Canine Good Citizen training information and displays

For more information regarding the AKC / Eukanuba Championship 2007 go to: www.akc.org/invitational/2007

The Fédération Cynologique Internationale (FCI)

The FCI is the world canine organisation which groups 84 countries all around the world and recognizes 338 breeds. The aim of the FCI is to encourage and to promote the breeding and the use of purebred dogs whose functional health and physical features meet the standard set for each respective breed and which are able of working in accordance with the specific characteristics of their breed; to support free exchange of dogs and cynological information between member countries and to initiate the organization of shows and hunting and working tests. Additional information can be found at www.fci.be.

Our Dogs

Our Dogs newspaper has a proud history and has been published since 1895, when its founder started to cover Crufts dog shows. Since those early days, the paper has covered every major canine event and through its focus on shows, exhibitors and breeders has built up a unique reputation as the leading canine weekly, being read by thousands of dog lovers. The paper is read throughout the world by subscribers to both the printed version and now, online version at www.ourdogs.co.uk. Our Dogs can be read every week online, 24/7 and additionally the company has archived 7 years worth of show reports, breed notes and photos from all around the world; this fantastic resource grows by the week. Its website receives 7000 visits a day, and millions of page impressions per year. There is an active data base of 25,000 breeders and exhibitors who receive a weekly e newsletter.

News coverage includes regular reports and photos from the top shows in the UK, Ireland, Europe and the USA and also recognizes other disciplines such as Agility, Flyball and many other canine activities.

The Our Dogs stand is well known at shows from as far a field as Westminster in New York, to Zagreb in Croatia and in 2007 will also attend the Eukanuba Invitational in California.

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www.ourdogs.co.uk

Eukanuba

Eukanuba premium pet food is a Procter & Gamble Pet Care brand. Eukanuba's mission is to enhance the well-being of dogs and cats by providing world-class quality foods and pet care products that delight the consumer and strengthen the human – pet bond. Eukanuba has a dedicated range for breeders: Eukanuba Professional. This product range provides every dog in the kennel the very best with Special diets for champions, nursing dogs and puppies, but also for past winners and your own companion dogs.

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