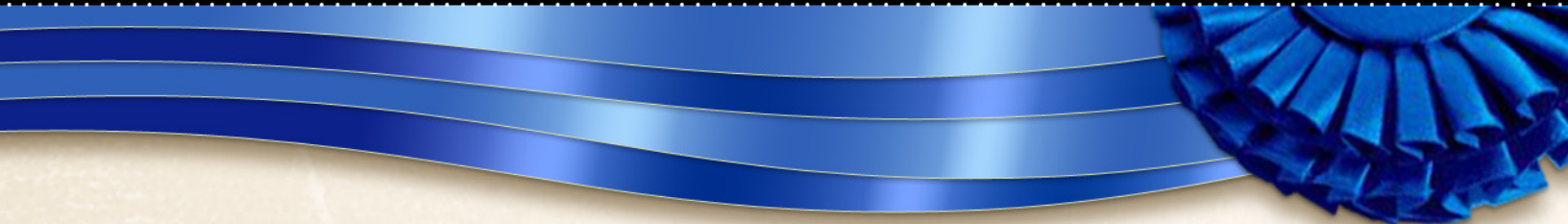


## 2008 EUKANUBA WORLD CHALLENGE

### EUROPEAN SECTIONS ANNOUNCED AT WORLD DOG SHOW

Eukanuba, the global premium dog nutrition company, and the FCI and AKC have announced the launch of the 2008 Eukanuba World Challenge. The event is scheduled to take place on 13th and 14th December and will be hosted at the AKC / Eukanuba National Championships. This year there will be an additional 12 invited participating countries, bringing the total up to 52 dogs. Those 52 representing countries will be divided into four sections predicated on the geographical region. There will be four world-renowned judges, one for each section, officiating at this prestigious event. Each section will be judged independently, and three winners from each section will be selected to go on to the final challenge. The excitement and anticipation will be intensified for spectators, breeders, owners and exhibitors alike as the 12 dogs go through to the final to compete for the coveted title and prize money. The 12 finalists will be presented in the Best in Show ring to the FCI President and all-breed judge, Hans Muller. He will then select the ultimate winner, awarding the title of 2008 Eukanuba World Challenge Champion, along with a beautiful trophy and prize money of \$10,000. A runner-up will be awarded \$3,000, and a first runner-up, \$2,000. The national kennel club of the ultimate winner will be presented with a recognition prize of \$5,000.

A Eukanuba World Challenge panel discussion took place at the World Dog Show in Sweden on Friday, 4th July, followed by the draw to assign each European country to a section. It was exceptionally well attended by kennel club presidents, photographers and journalists from around the world. Panel members were Michael Canalizo, Director AKC Event Management; Karl Reisinger, FCI Vice President and 2007 Eukanuba World Challenge Champion judge; Rafael De Santiago, FCI Treasurer and forthcoming judge at the 2008 Eukanuba World Challenge and Zbyszek Kalenik, Eukanuba External Relations Director. Lorna Hastings, who chaired the panel, addressed significant questions to the panel members, which produced interesting and informative responses.



Michael Canalizo explained the concept of the Eukanuba World Challenge and remarked, “The dog world embraced the Eukanuba World Challenge concept of bringing together the world’s top dogs. The innovative Eukanuba World Challenge provides the perfect showcase for those magnificent dogs”.

Karl Reisinger stated, “When the FCI was initially approached by Eukanuba about the unique idea of the Eukanuba World Challenge, it was very appealing to us as an international organisation. We were pleased to become involved and collaborate with Eukanuba and the AKC. When asked about the overall quality of the three dogs he judged in the final, he said, “I was honoured to be invited to judge and award the 2007 Eukanuba World Challenge Champion title at the inaugural event. The dogs were of outstanding quality, but my choice was the American Cocker Spaniel”. (Very Vigie Vamos A La Playa from Switzerland).

Rafael De Santiago mentioned, “While judging in the Americas, I have heard that many exhibitors are very enthusiastic about the Eukanuba World Challenge and they are very eager to qualify and to represent their country. They all want to come. I am deeply looking forward to my judging assignment there in December; it will be a wonderful opportunity to judge so many excellent dogs in one ring”.

Zbyszek Kalenik talked about Eukanuba’s objective: “When the idea of the Eukanuba World Challenge evolved, we approached the FCI and the AKC. They were both interested in being involved and recognised the potential of this unique global event. Presently we have invited 52 countries to participate this year. We hope in the future to be in a position to invite more. We want to bring together magnificent dogs and breeders from around the world and give them the opportunity to present their top show stock on a global platform. We want to assist breeders to meet with other breeders, to discuss breeding techniques and share ideas.”



Laurent Pichard, breeder of the 2007 Eukanuba World Challenge Champion, was invited to give his impression of his experience at the event. He marvelled at how fantastic an opportunity it was for breeders and dogs, and amused the audience with his anecdote, “Who would have thought that three and a half years before the Eukanuba World Challenge event even existed, that is when I bred this dog and named him Vamos A La Playa. And then to come from Europe to Long Beach and win this wonderful event”.

The European countries accounted for the largest section in 2007, and with the increase in participating countries for 2008, a collective decision was taken that the participating European countries are apportioned into two sections. A draw took place at the World Dog Show to determine which European countries would be assigned to Edd Bivin from the USA, judge for the Europe & Africa section 1, and Rafael De Santiago from Puerto Rico, judge for Europe & Africa section 2. The Hon. David Merriam, Vice Chairman of the AKC, was the adjudicator of the draw held at the Eukanuba World Challenge press briefing and panel discussion. He drew out the participating countries and announced the relevant section to which each country was assigned. The results as drawn on Friday, 4th July, at the World Dog Show are as follows:

Section 1 – Austria, Belgium, Croatia, Czech Republic, Denmark, France, Ireland, Netherlands, Portugal, Russia, Slovenia, Spain, Sweden, Switzerland, Ukraine, United Kingdom, \*Turkey.

Section 2 – \*Bulgaria, \*Cyprus, \*Estonia, Finland, Germany, Greece, Hungary, Israel, Italy, \*Luxembourg, Norway, Poland, Romania, Serbia, Slovakia, South Africa.

\*denotes new participating countries for 2008

For further information, please contact Lorna Hastings at [lorna4ann@tiscali.co.uk](mailto:lorna4ann@tiscali.co.uk)  
or Zbyszek Kalenik at [kalenik.z@pgw.com](mailto:kalenik.z@pgw.com)