

# Local Kennel Club

City, State

[SAMPLE TEMPLATE]

~ ~ ~ ~ ~ **MEDIA ALERT** ~ ~ ~ ~ ~

**\*\* Photo and Interview Opportunities \*\***

**[KENNEL CLUB NAME(S)] INVITES [CITY NAME] DOG LOVERS TO ANNUAL EVENT AS MIXED-BREED DOGS JOIN AKC COMPETITIONS FOR THE FIRST TIME!**

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*New AKC Canine Partners Program Welcomes Mixed-Breeds to Compete and Earn the Same Titles as Purebreds*

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**WHO:** [Kennel Club Name(s)] & [names of any guests such as politicians or celebrities]

**WHAT:** [Give event title and type. Example: Tri-City Kennel Club's annual AKC licensed Agility and Obedience Trial]. Admission: [include admission fees here]

This fun event for dog lovers invites them to:

- Dogs race against the clock and jump through hoops, run through tunnels and weave through poles in the agility competition. In the obedience competition, watch the city's most well behaved canines work through a pattern of tasks that illustrates their intense bond and relationship with their owners.
- [Local Celebrity] to present High in Trial trophy to the highest scoring dog and handler team at the event.
- Experienced dog owners and first time competitors will be on hand to speak about their experiences and share the excitement of competing in their first AKC event!
- [List any special attractions held at the show such as CGC testing, dog show tour information or special guest appearances]

**WHERE:** [List full address of event location. Be sure to specify an entrance if entrance is hard to find or if you have separate entrances for spectators and media]

**WHEN:** [Include event date, time event is open to general public. Include times for any special attractions that may be planned, be sure to provide a ring number and time if applicable for example: High in Trial Trophy Presentation, Ring 2 at 4p.m.]

**EVENT CONTACT:**

Name

Email

Phone

Position with club (Ex. President, Local Kennel Club or Event Chair)