



Press Release

FOR IMMEDIATE RELEASE

Date: November 30, 2016

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The American Kennel Club Introduces Junior Showcase Events

New York, N.Y. – The American Kennel Club (AKC®), the world’s largest purebred dog registry and leading advocate for dogs, is pleased to announce the launch of **Junior Showcase** events meant to promote and increase youth participation in the sports of agility, obedience and rally.

“**Junior Showcase** events provide clubs the option to limit entries to junior handlers only and to tailor the events to their interests. Our experience with junior events has shown this setting promotes camaraderie and provides an enjoyable experience,” said Carrie DeYoung, Director of Agility.

“Many AKC clubs have a relationship with local youth organizations. **Junior Showcase** events are an opportunity for these clubs to provide meaningful events that appeal to young dog owners,” said Pamela Manaton, Director of Obedience, Rally and Tracking. “We encourage clubs to invest in the future of the sports by hosting these events.”

Administrative advantages to holding **Junior Showcase** events include:

- May be held in conjunction with a club’s regular event or as a stand-alone event.
- No event application fee.
- Does not count against the number of events a club may hold in a year.
- Normal judging assignment conflicts are waived for Junior Showcase judges.
- Junior Showcase events can be identified on the AKC website when using the Event Search feature for obedience/agility/rally.

“The AKC is committed to promoting youth involvement in our sports. Like AKC’s successful Junior Showmanship program, Junior Showcase events will provide another visible symbol of this commitment,” said Doug Ljungren, Vice President for Sports and Events. “Many in the fancy have a deep interest in providing opportunities for youth. We encourage suggestions. Please email them to Juniors@akc.org.”

Junior Showcase events may be held starting February 1, 2017. Interested clubs may submit their event applications immediately.

To learn more about AKC's **Junior Showcase** events including application forms, please see – <http://www.akc.org/events/junior-showcase-events>.

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About the American Kennel Club

Founded in 1884, the American Kennel Club is a not-for-profit organization, which maintains the largest registry of purebred dogs in the world and oversees the sport of purebred dogs in the United States. The AKC is dedicated to upholding the integrity of its registry, promoting the sport of purebred dogs and breeding for type and function. Along with its more than 5,000 licensed and member clubs and its affiliated organizations, the AKC advocates for the purebred dog as a family companion, advances canine health and well-being, works to protect the rights of all dog owners and promotes responsible dog ownership. More than 22,000 competitions for AKC-registered purebred dogs are held under AKC rules and regulations each year including conformation, agility, obedience, rally, tracking, herding, lure coursing, coonhound events, hunt tests, field and earthdog tests. Affiliate AKC organizations include the AKC Humane Fund, AKC Canine Health Foundation, AKC Reunite and the AKC Museum of the Dog. For more information, visit www.akc.org.

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