

# DOG LOVERS SHOW®

## THE MOST REBARKABLE FESTIVAL IN THE WORLD BREAKS SYDNEY RECORD!

There was seemingly nowhere else Sydneysiders wanted to be on the 4<sup>th</sup> and 5<sup>th</sup> of August than at the **Dog Lovers Show**, with around **28,000 visitors** descending on this massive Pooch-Festival to interact with over 100 breeds and 600+ dogs whilst learning more about our best friends.

Attendance was up 27 percent on last year and Pooch fanatics of all ages were treated to pawsome performances of canine agility, celebrity vet talks, over 200 Exhibitors, Sydney's most Insta-famous dogs, countless K9 cuddles and the spectacular high flying DockDogs.



**Simba the Samoyed, Hendrix the Staffy and Nigella the Pug** were just some of the social media stars that sashayed down the red carpet in the new **Insta-Pooch** zone, taking their rightful place on plush velvet thrones and snapping selfies with adoring fans. **Favourite Aussie DJ, recording artist, record producer, dancer and mad dog lover Havana Brown** made a special appearance – helping with hosting duties and enjoying a meet and greet with fans.

Sunshine and spring-like weather saw the **BlackHawk DockDogs** splash zone permanently packed, with visitors cheering on Australia's longest leaping pooches as they hurled themselves into 100,000 litres of water in a bid to become national champion.

The pawpular **Royal Canin Arena** returned and was bustling with a brand-new entertainment program that showcased the incredible talents of dozens of pooches. Highlights included celebrity vet **Dr Chris Brown** presenting a "Meet the Breeds" showcase, **Dr Katrina Warren and the Wonderdogs** premiering a brand-new show – The Wonderdogs Go On Holiday and dog lover, champion for animal welfare and Neighbours star, **Andrew Morley** hosting the incredible Hero Dog Tribute show.



From barkless Basenjis and bright Border Collies to dapper Dachshunds and devoted Dobermans, the **Breed Showcase** gave show visitors the opportunity to learn more about Australia's most loved dog breeds.

The **Pat-A-Pooch zone** was again a crowd favourite, with visitors getting the chance to pat and learn about oodles of dogs in a bean bag filled area and dog owners offering insights on what it's like living with their canine companion.

The **KONG Celebrity Vet Stage** played host to engaging presentations from **Dr Chris Brown**, who provided insights into how to help your dog live longer and how to make the ultimate dog friendly backyard. **Dr Katrina Warren** demonstrated how to make your Pooch a Wonderdog, while **Dr Lisa Chimes** shared the five most common dog health issues and how to avoid them.

The **Rescue Dog Zone** attracted more people than ever before and resulted in the rehoming of many abandoned and homeless dogs who can now look forward to TLC-filled days in their forever homes.

A new attraction at the 2017 show, the **Australian Hero Dog Tribute** showcased the incredible skills and abilities of our service dogs and the contribution they make to improve the lives of thousands of people in our community every day.

Dozens of hero dogs were also at the event with their handlers in the **Pat-A-Hero-Dog** zone, giving visitors the opportunity to meet these incredible animals up close and personal.

-CONTINUES-

Visitors got the chance to fire all their dog-related medical questions at trusted, reliable experts without the price tag at the **Ask-A-Vet** Zone presented by Greencross.

There was something for young budding vets too, with the **SASH ICU Vet for Kids** zone where children could speak to experienced vets to learn more about the profession and even got the opportunity to safely "operate" on stuffed dog toys.

Over **200 exhibitors** showcased the latest and greatest services and stuff to reward your fur-kids including nutrition, engaging toys, tasty treats, fashionable accessories, training-aids, technology and healthcare.

**Founder and CEO, Jason Humphris, said:** "Attendance to the Sydney Dog Lovers Show has more than doubled to 28,000 since the inaugural event in 2014 attracted around 13,000 people. It's testament to just how much our wonderful dogs mean to us and how eager we are to learn more about them. No words could ever describe just how much joy they bring to our lives but the event strives to encapsulate this unique bond we share with our four-legged best friends. We can't wait to bring the festival to passionate dog lovers in Queensland this 4 and 5 November for the inaugural Brisbane Dog Lovers Show."

For additional information visit [www.dogloversshow.com.au](http://www.dogloversshow.com.au) or [www.facebook.com/dogloversshow](https://www.facebook.com/dogloversshow)

The inaugural Brisbane Dog Lovers Show will be staged at the Brisbane Showgrounds on Saturday 4 and Sunday 5 November and next year returns to Melbourne from 4 to 6 May 2018 and Sydney from 5 to 6 August.

And the cat's out of the bag! The team at the Dog Lovers Show will be bringing the exciting new Cat Lovers Show to the Royal Exhibition Building in Melbourne from 8 to 9 September 2018 - [www.facebook.com/catloversshow/](https://www.facebook.com/catloversshow/)



-ENDS-

**For further info contact HotHouse Media & Events – 03 9682 0222**

Katie Quirk

m: 0499 773 329

e: [katie@hhme.com.au](mailto:katie@hhme.com.au)

Tess Fisher

m: 0433 057 600

e: [tess@hhme.com.au](mailto:tess@hhme.com.au)

**To contact Show Organisers, Event Management International – 03 9696 9961 or [info@eventmi.com.au](mailto:info@eventmi.com.au)**