

MEDIA RELEASE MAY 2019



RECORD NUMBER OF HEARTS MELT AT THE 2019 MELBOURNE DOG LOVERS SHOW

A record-breaking **40,000+** pup-mad visitors of all ages bounded into the Royal Exhibition Building for the **2019 Melbourne Dog Lovers Show**; from city, country, Australia and even overseas!



Celebrating seven successful years, the Show delivered a **record crowd** who joined **around 1,000 divine doggies**, over **150 breeds**, more than **250 exhibitors** and a host of never-before seen dog-inspired entertainment – all under one ‘wroof’!

The Dog Lovers Show was created as a tribute to the unconditional love we share with our best friends and the Melbourne Dog Lovers Show really encapsulated this bond and stamped itself as the ‘happiest and hairiest festival on earth.’

Held over three days from Friday 3 to Sunday 5 May in Victoria’s capital, the show broke all previous human AND four-legged attendance records, as the jam-packed program raised the bar for pooch-based festivals globally.

“The Show was over **30% bigger** this year taking over the entire northern forecourt of the World Heritage listed building with the first Outdoor Arena,” **CEO & Founder Jason Humphris** said. “The Show continues to grow in size and stature each year thanks to a hard-working and experienced organising team, committed stakeholders and a sector that is passionate about supporting an event they can be proud of that showcases their unique industry”.

“On 3 & 4 August, we look forward to presenting the biggest-ever **Sydney Dog Lovers Show**, which moves to a **brand-new location at Sydney Showground**. The new venue has far better access, parking and public transport facilities plus it allows us to extend the Show’s footprint to present more entertainment, exhibitors and experiences for dog lovers than ever before in NSW.”

There was so much to love across the three days of the Melbourne Show including:

- Crowds packed the rafters to witness elite paw-thletes jumping through hoops, sliding through tunnels and climbing great heights in the inaugural **K9 Ninja Challenge** in the **VitaPet Area**;
- The action continued with **Rodney Gooch and the 4 Paws Sports Team’s** Skipping, UpDog and Flyball demonstrations whilst **Dr Katrina Warren and Kelly Gill** celebrated **The Wonderdogs’** Birthday Bash with party tricks and puppy pass the parcel;





- No seat was spare at the **Black Hawk DockDogs SPLASHZONE** as visitors filled the bleachers to witness daring canine's blitz Australian records in **Big Air®** (longest jump), **Speed Retrieve®** (fastest swimmer) and **Extreme Vertical®** (highest jump) in a massive **100,000-litre outdoor pool**;
- **The Rancan Sisters, Adele & Lisa**, took Downward Dog to a whole new level alongside 30 lucky owners and their pups each day, as part of the Show's first **DOGA** (doggy yoga) demonstrations in the **RACV Pet Insurance Stage**;
- Victoria's own Bondi Vet **Dr Danni Dusek**, made her event debut resolving common dog health problems for curious pooch parents and **Dr Lisa Chimes** educated Melbourne crowds for the first time on how to prevent common household dangers for dogs and presented a mock-demo of what really goes on in ICU vet surgery;
- Adoring fans joined the pup-arazzi to snap selfies with furry social media sensations including **Mia the Corgi** and **Prince George the Golden Retriever** at the **Insta-Pooch Zone**, hosted by Pound Paws founder **Brittany Bloomer**;
- The **Sheepdog Speed Trials**, hosted by **Australian Working Dog Rescue International**, brought a taste of the country to Carlton as attendees lined the Outdoor Arena in droves to watch trained working Dogs herd sheep against the clock and defy gravity in the **Extreme High Jump Competition**;
- More than **40 rescue groups and shelters** took part in the expanded **PETstock Assist Adoption Zone**, educating current and future owners about the importance of re-homing Victoria's homeless pups. Shelter directors also presented talks on the adoption process at the **PETstock Assist Adoption Stage** hosted by passionate animal welfare advocate, **Lara Shannon**;
- A staggering volume of dog-related products, services and technology were purchased across the three days which no doubt set tails wagging in hound-filled homes across the nation;
- Dogs were washed, fluffed and dried as award-winning groomer **Melanie Newman** presented live demo's in the **Ask-A-Groomer Zone**;
- The **Breed Showcase** housed **over 40 Dogs Victoria Breed Clubs** from cheeky Chihuahuas to dotting Dalmatians, with hourly petting sessions for pup-lovers at the **Pat-A-Pooch Zone**.

The Sydney Dog Lovers Show runs August 3 & 4 at Sydney Showground and the **Melbourne Cat Lovers Show** returns after a sold-out debut to the Royal Exhibition Building, from November 30 until December 1. The **2020 Melbourne Dog Lovers Show** will return from 1 – 3 May at the Royal Exhibition Building.

For additional information visit: www.dogloversshow.com.au or www.facebook.com/dogloversshow

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