

MEDIA RELEASE AUGUST 2019

6TH SYDNEY DOG LOVERS SHOW AT SYDNEY SHOWGROUND BREAKS ATTENDANCE RECORD



The 2019 Dog Lovers Show moved to the Sydney Showground, catering for the growth in visitor and exhibitor numbers and it has delivered the most successful event since its inception in 2014.

For the first time the attendance tipped over 30,000 visitors with thousands of first-time dog lovers joining loyal show goers who came to learn, discover and be entertained. The Show has now stamped it's mark as one of the largest and most popular K9-dedicated festivals in the world spanning over 20,000 square metres.

30,772 Dog lovers came from across regional NSW and metropolitan Sydney including the northern beaches, central and south coasts and as far away as the ACT, other Australian states and even overseas. The demographic of attendees was broad and diverse across age, gender and life stage, but they all had one thing in common – a passion for our self-proclaimed best friends.

The move to a larger space allowed organisers to grow the show by around 50 percent, creating wider aisles, more seating, increased catering options, more dogs and bigger outdoor entertainment zones. The Sheepdog Speed Trials and Extreme High Jump in the Outdoor Arena, and the Black Hawk DockDogs presented in the famous Wood Chop Arena, both drew huge crowds.

Visitors were provided with a full day of entertainment that included over 800 Dogs across 120 breeds, 60 shows and talks each day, and over 200 exhibitors showcasing the latest and greatest products and services to spoil their pooch.

The Dog Lovers Show was created as a tribute to the unconditional love we share with our dogs and the Sydney Dog Lovers Show successfully encapsulated this relationship whilst continuing the commitment to educating dog-owners and raising awareness for adoption.

The show partnered with leading charity organisations including Guide Dogs NSW/ACT and the Make-A-Wish Foundation, highlighting the valuable contribution that service, assistance and therapy dogs play in the community.

“The move to the Sydney Showground has been a great success and the positive feedback from dog lovers and the pet industry has been overwhelming. The Sydney event will continue to grow in size and stature thanks to a fantastic new home, our dedicated, experienced and hard-working team, committed stakeholders, and a sector that is passionate about presenting a major event that showcases their unique industry in NSW each year”

– Founder & CEO Jason Humphris



Following is a snapshot of the weekend highlights:

- Crowds surged under the magnificent Dome to witness elite paw-thletes in the **VitaPet Arena** jumping through hoops, racing through tunnels and leaping great heights in the inaugural K9 Ninja Challenge, led by Dave Graham;
- 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 musical chairs;
- On the **Donate With a Mate** Stage visitors packed in to hear free talks from Dr Harry Cooper, Dr Kate Adams, Dr Lisa Chimes, Dr Katrina Warren and Kelly Gill – topics all designed to educate Dog owners on how they can better manage the health and wellbeing of their best friends and be better dog owners with the added experience of our MC, Rosalie Horton;
- Visitors enjoyed unparalleled viewing in the Woodchop Arena to witness the spectacle that is the **BlackHawk's Dock Dogs** cheering on an array of talented dogs who were attempting to smash Australian records for Big Air® (longest jump), Speed Retrieve® (fastest swimmer) and Extreme Vertical® (highest jump) in a massive 100,000-litre outdoor pool;





- The Sheepdog Speed Trials, hosted by Carey Edwards' **Australian Working Dog Rescue International**, brought a taste of the country to Olympic Park as visitors filled the Outdoor Arena to witness working Dogs herd real sheep against the clock and leap great heights in the Extreme High Jump competition;
- Over 30 rescue groups and shelters took part in the expanded **PETstock Assist Adoption Zone**, educating current and future owners about the importance of re-homing NSW's homeless pups with daily stage talks and educational sessions based around K9 rescue, hosted by passionate animal welfare advocate, Lara Shannon;
- **Bow Wow Meow** helped owners in the **Pawfect Match Zone** with large information posters and a detailed survey designed to help prospective dog owners find their pawfect match;
- The Rancan Sisters, Adele & Lisa, introduced Sydneysiders to downward dog alongside their pups each day as part of Sydney's first **DOGA** (doggy yoga) demonstrations in the **Donate with a Mate** stage;
- Adoring fans joined the pup-arazzi to snap selfies with furry social media sensations at the **Insta-Pooch Zone**, hosted by Pound Paws founder and rescue advocate Brittany Bloomer;
- In the **Ask-a-Groomer Zone**, internationally awarded **Melanie Newman** shared expert grooming advice, including brushing, bathing, drying and paw-d-cure demonstrations;
- Supported by **Dogs NSW**, the Breed Showcase presented over 40 leading breed clubs with many household favourites joining rare breeds including the Basenji, Lagotto Romagnolo, Leonberger, Chow Chow, Saluki, and Neapolitan Mastiff Clubs.

The 2020 Dog Lovers Show returns to the Sydney Showground on Saturday 8 and Sunday 9 August, following the 2020 Melbourne Dog Lovers Show being held at the Royal Exhibition Building from Friday 1 to Sunday 3 May.

The Cat Lovers Show pounces into Melbourne on Saturday 30 November and Sunday 1 December at the Royal Exhibition Building for its second year with a 50% increase in size, more interactive features and three times as many Cats.

For additional information visit: www.dogloversshow.com.au or www.catloversshow.com.au

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