



**Fri 5 – Sun 7
May 2017**

Royal Exhibition Building
dogloversshow.com.au

A PAWSITIVELY RECORD-BREAKING FIFTH ANNUAL MELBOURNE DOG LOVERS SHOW!

It was a flurry of furry activity as a record 33,302 passionate Dog lovers flocked to the Royal Exhibition Building last weekend to meet oodles of pooches, glean insights from Australia's best pet experts and explore the latest toys, treats and tech to hit the market for Dogs.

Now in its fifth year, the Melbourne Dog Lovers Show is one of the largest festivals in the world dedicated to educating, entertaining and informing Dog lovers. **Show Founder and CEO, Jason Humphris** attributed the continued surge of interest in the event to many of the exciting new features debuting this year that provided a unique experience for visitors of all ages.

"We have built a very strong community of like-minded Dog lovers and listen carefully to what they really want to see at the Show. It's important that the event encapsulates the friendship and unconditional love we share with our best friends and so being able to meet a wide range of incredible Dogs, learning more about their stories and experiencing talented canines showcase their natural abilities are high on our priority list. A number of new features also helped drive strong interest including the BlackHawk DockDogs, Insta-Pooch and emotive Hero Dog Tribute. Many of the most popular attractions were also taken to new levels including the Royal Canin Arena, Breed Showcase and Kong Celebrity Vet Stage. The turnout was huge and we can't wait to emulate the success at our 4th Sydney Show in August and our first Brisbane event in November" said Humphris.



After a 4 year wait, the **BlackHawk DockDogs** made its debut, delighting spectators and often drenching the cheering crowd as Dogs of all shapes and sizes launched themselves into a massive 100,000 litre pool of water. Taco the Boxer became a quick crowd favourite in the Extreme Vertical division, setting a new Australian record of 6 foot 10 inches, while the Little Lion Dog Spartacus won hearts with his 'unique' jumping flair.

Spencer the Chow, Nigella the Pug and Frankie the Lil Sausage were just some of the social media stars that sashayed down the red 'dog' carpet in the new **Insta-Pooch** zone, taking their rightful place on plush velvet thrones and snapping selfies with adoring fans.

The beloved **Royal Canin Arena** returned and was bustling with a brand new entertainment program that showcased the incredible talents of dozens of pooches, as well as the finely tuned senses of our wonderful service and rescue Dogs. The star studded line-up drew huge crowds, as Neighbours' star **Andrew Morley** and **Steve Austin** led the Hero Dog Tribute and **Cosmo Bachelor of the Year** and RSCPA inspector **Ryan Anderson** captained a mutt-ley crew of rescue dogs in the K9 Weave Pole Challenge against **Dr Katrina & The Wonderdogs**.

The Kong Celebrity Vet Stage was the ultimate place to for visitors to get tips and advice on how to ensure your Dog is happy and healthy from some of the biggest names in the industry including Dr Harry Cooper, Dr Jacqui Ley, Dr Katrina Warren, Steve Austin and celebrity dog trainer Peta Clarke.

The Show continued its promise to support local shelters with the **Pedigree Rescue Dog Zone**, where visitors met rescue pooches looking for their fur-ever homes and could even begin the adoption process onsite.

Children and adults alike were given the rare opportunity to meet Australia's hardest working service dogs with the new **Pat-A-Hero-Dog** feature. From assistance, hearing and story dogs to detection, sled and search dogs, it was a chance to get up close and personal with canines who enrich the lives of the community daily. A number of informative talks were held on the **Hero Dog Tribute Stage**, with speakers including ex-Military personnel Nigel Allsop and Seeing Eye Dog Australia's Kim Rulach.

The **Breed Showcase** read as an A-Z of pooches, where visitors could meet, greet and cuddle over 40 different breeds. From Australian family favourites like Labradors and French Bulldogs to incredibly rare African Azawakhs and Egyptian Pharaoh hounds, pint-sized Pekinese and whopping Wolfhounds, every canine on the doggie spectrum was represented.



In addition to the **600 dogs on-site**, a wide range of exhibitors showcased the latest and greatest products to hit the pet market. From doggie ice-cream and yoghurt to infrared therapy kits, 3D printed dog statues and all organic mineral supplements, it was a retail haven for pooch enthusiasts.

The Dog Lovers Show is quickly gaining national appeal, with the Show going to **Sydney August 5 and 6** and making its **Brisbane** debut at the tail end of the year, **November 4 and 5**.

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

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