

# TV Goes To The Dogs

(NAPSA)—Will it be the wiry whippet or the bulky bulldog? Maybe the tiny terrier or the mighty mastiff? Anything can happen when the world's most competitive and coiffed canines compete for the crown at the 2005 American Kennel Club (AKC)/Eukanuba National Championship, Jan. 15 and 16. This renowned international event, featuring a slate of 1,500 of the finest dogs from around the world, will be televised live by Animal Planet and the Discovery Channel, starting at 8 p.m. both nights.

## The survey says:

Dog lovers across the country are expected to watch the live event in record numbers. In fact, according to a recent survey by AKC and Iams, 88 percent of dog owners are more likely to watch a dog show on TV today versus just 10 years ago. Last year's event was the highest rated dog show in Animal Planet history.

While dog shows were once considered unusual TV programming, America's love for their four-footed friends has led to increased interest in watching dog shows and sky-rocketed their popularity. According to the survey, dog owners are 10 times more likely to watch a dog show on TV over other unique sports, such as bull riding and billiards.

## Bow wow WOW!

The AKC/Eukanuba National Championship is the largest prize money dog show in the world, with cash and prizes totaling more than \$225,000 to be awarded. The National Champion—the “Best in Show” winner—will win \$50,000.

But, competition is fierce. To receive an invitation to the 2005



**The finest dogs from around the world will soon compete for “Best in Show.”**

National Championship, dogs must be ranked in the top 25 of their breed, according to competition in AKC dog shows from the past year. Any dog receiving an all-breed “Best in Show” at an AKC show held during the qualifying period also receives an invitation.

The top-ranked dog in each AKC-registered breed is invited from over 60 countries around the world. Dogs from Asia, Europe and South America are expected to compete, making this an event of international proportions.

The international canine competition on Animal Planet or the Discovery Channel offers a place to catch all the action and cheer for your favorite four-footed friends. For more information, visit [www.topdogshow.com](http://www.topdogshow.com).