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FOR IMMEDIATE RELEASE

Sonoma-Marín Fair Announces New Date for World's Ugliest Dog® Contest

World's Ugliest Dog® Contest will be held Saturday, June 23

PETALUMA, CA – March 22, 2018 – The Sonoma-Marín Fair in Petaluma is excited to announce that this year's World's Ugliest Dog® Contest will be moved to Saturday, June 23 with the hopes that more fans will be able to participate and attend this prized home-town tradition.

Traditionally held on a Friday, the contest will still transpire during the fair which runs June 20 – 24, 2018. This year's fair theme is Beyond the Milky Way, which pays homage to Petaluma's treasured dairy community for their pioneering spirit and innovative contributions in agriculture.

The decision to move the contest date was based on fair official's interest in making the contest more accessible. For more than 30 years the contest has been held on a Friday evening. This year with the contest being held on a weekend, attendance is sure to soar.

In addition to changing the contest date, the Sonoma-Marín Fair is also using the national attention of the contest to advocate for adoptable pets. In 2017 the contest winner was a 3-year old Neopolitan Mastiff, named Martha, who was being fostered for the Dogwood Animal Rescue Group. Many of the previous winners were also rescued dogs from animal shelters and puppy mills.

"We are excited about the changes" shares Sonoma-Marín Fair Publicist, Christy Gentry. "The World's Ugliest Dog Contest is an iconic tradition of the Sonoma-Marín Fair. And with so many lovable animals displaced and available for adoption, we want our fans to know what this contest is really about. It's a fun and silly way to advocate that all animals deserve a safe and loving home."

For pet lovers looking to enter their dogs, entries are now open and available online at sonoma-marinfair.org. You can also contact contest officials at 707-867- 6598 and wud@sonoma-marinfair.org.

The 2018 Sonoma-Marín Fair will be taking the summer fun "Beyond the Milky Way" from June 20-24, 2018. Enjoy 5 fun-filled days of FREE concerts, unlimited carnival rides, sprint car racing, wine tasting, fun games & contests, delicious fair food, and more. For details, visit sonoma-marinfair.org or call (707) 283-3247. Be the first to know about all of the fun

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