

**Media Contact:**

2019 Sonoma-Marin Fair/World's Ugliest Dog® Contest  
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**FOR IMMEDIATE RELEASE**

## **2019 World's Ugliest Dog® Contest Calls For Applicants to Compete For Fame and Philanthropy**

Petaluma, CA – March 18, 2019 - The Sonoma-Marin fair is calling all dogs to join this year's World's Ugliest Dog® Contest held June 21, 2019 in Petaluma. With a face only a fur-momma could love, these pups are put to the test for the world's best cause and to celebrate that every dog is adorable by promoting the power of community and importance of adoption. Entries will be accepted between now and Wednesday, June 19 by 12 p.m. PST on the World's Ugliest Dog® [Contest website](#).



More than just a contest of lovable attributes, the World's Ugliest Dog® Contest brings visibility to the many pups who end up rescuing the families that have adopted them rather than the other way around. Many of the pets entered in the past have been animals that have been adopted after being rescued from shelters or puppy mills. The owners of these dogs have taken them in despite physical features like hair loss, hunched backs or dental deformities that make it difficult to place them in forever homes. The goal of the contest is to continue to advocate for pet adoption as a reminder that all dogs are lovable.

By participating, contestants will also be part of an initiative to help sheltered and displaced pets find their forever home and promote awareness for pet safety. This year's contest welcomes back a prize match donation for a pet rescue/adoption nonprofit pre-selected by each winner.

The contest day, Friday, June 21, begins with pre-contest entertainment and information on pet care and adoption. Pups and handlers then stroll the red carpet to show off their silliest qualities to the judges, international media, and fans.

Last year's winner Zsa Zsa, a rescued English Bulldog from Anoka, Minnesota charmed her way into the judges hearts with her swaggering tongue and a shower of slobber. Other winners have included qualities like a perpetually long wagging tongue, hairless legs, or a duck-footed gait. No feature is too ugly to take the show! The top 3 winners will receive a trophy, cash prize, and notoriety. The first-place winner will be swept off to New York for television appearances with a grand prize of \$1500.

Enter your pooch online at [https://www.sonoma-marinfair.org/worlds\\_ugliest\\_dog\\_2018-2/](https://www.sonoma-marinfair.org/worlds_ugliest_dog_2018-2/)  
Entries need to include a written biography for your dog, a high quality digital photo of the pup, and proof of updated vaccinations. The deadline to enter is June 19 by 12 p.m. PST.

### **About the Sonoma-Marin Fair**

Mark your calendars for a summer to remember during “Eight Decades of Fun” at the Sonoma-Marin Fair, June 19-23, 2019. With new competitions and contests, FREE concerts, unlimited carnival rides, and delicious fair food you will want to come all 5 fun-filled days. Enjoy heart-warming entertainment during the World’s Ugliest Dog® Contest, the thrill of Sprint Car Racing, and the joy of connecting with our local agricultural community. For details, visit [sonoma-marinfair.org](http://sonoma-marinfair.org) or call (707) 283-3247. Be the first to know about all of the fun by following us on Facebook, Instagram, and Twitter.

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