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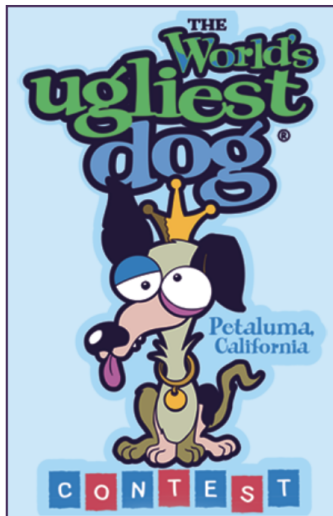
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FOR IMMEDIATE RELEASE

WORLD'S UGLIEST DOG® CONTEST APPLAUDS IMPERFECTION

*Applications for Loveable Homely Hounds are Now Open for the June 23rd
competition*

PETALUMA, Calif. (February 28, 2023) – Applications for the World's Ugliest Dog® contest, held every June at the Sonoma-Marín Fair, are now available. If you have a dog only an owner can love with too little hair, too many wrinkles, an unusual nose, or a funny waddle, the organizers want you! The World's Ugliest Dog contest celebrates loveable and adoptable dogs despite their imperfections! For more info and the application, please visit our web site [here](#).



"While the World's Ugliest Dog contest is a celebration of the imperfections that make our dogs lovable, a good many of them are rescues from shelters and puppy mills, so we use the fun and notoriety of this competition to raise awareness for dog adoption," explained Tawny Tesconi, CEO, Sonoma-Marín Fairgrounds and Event Center. "Dogs are like family and deserve loving homes no matter their physical distraction."

The World's Ugliest Dog contest will take place on Friday, June 23rd, on the Kiwanis Stage at the Sonoma-Marín Fair in Petaluma, California. Dogs compete on appearance, personality, and audience interaction. In addition to the top prize of \$1500 and a trophy, 2nd place will receive \$200, and 3rd place will receive \$150. In addition, there are two more awards, the Spirit Award, which honors a dog and owner who have overcome obstacles or is providing service to the

community based on the dog's biography, and the People's Choice Award, chosen by the community online and announced on stage at the event.

The public can view the video of the 2022 winner [here](#).

Festivities include an afternoon of mingling at the Dog Lovers Festival, a Red Carpet Walk, a Faux Paws Fashion show featuring Ugly Sweaters for dogs, and a presentation of adoptable dogs from various rescue organizations by Miss Sonoma County ambassadors.



Applications are now available online [here](#). Dog owners must submit a high-resolution close-up photo of their dog, a bio, a health certificate showing up-to-date vaccinations, and a \$10 entry fee. The Fair must receive all entries by midnight [insert date].

In addition to awards, the World's Ugliest Dog contest winner has appeared on the Today Show, Good Morning America, Fox News, Entertainment Tonight, People Magazine, and the Jimmy Kimmel Show, among others. In addition, Animal Planet featured the competition in the documentary "Worst in Show."

There has been an Ugly Dog contest in the small Bay Area town of Petaluma for over 50 years, with 27 years at the Sonoma–Marin Fair, which trademarked the World's Ugliest Dog® contest. Join us for the Sonoma–Marin Fair from June 21–25, 2023. Enjoy five fun–filled days of FREE concerts, unlimited carnival rides, the World's Ugliest Dog contest, action–packed Pit Stop USA Sprint Car Racing, 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 the fun by following us on [Facebook](#), [Instagram](#), and [Twitter](#). We'll see you at the Fair!

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*Photo credit: Will Bucquoy, Sonoma-Marin Fair's Official Fair Photographer,