

**FOR IMMEDIATE RELEASE**

**August 8, 2025**

**Petunia Crowned 2025 World's Ugliest Dog® at the Sonoma County Fair**

*As winner, Petunia will become the new face of MUG® Root Beer with a limited-edition MUG merchandise collection and can in support of the Dogwood Animal Rescue*

**Santa Rosa, CA** — The results are in for the highly anticipated 2025 World's Ugliest Dog® Contest, hosted by the Sonoma-Marin Agricultural Association, and the winner is Petunia — a two-year-old hairless French Bulldog–English Bulldog mix from Eugene, Oregon.

Once a staple of the Sonoma-Marin Fair in Petaluma, the contest moved this year to the final Friday of the 10-day Sonoma County Fair in Santa Rosa, following the Sonoma-Marin Agricultural Association's transition after 85 years in Petaluma. The move marks a new chapter for the beloved event, without losing any of its signature charm.

"We are DOGON happy to partner with the Sonoma-Marin Ag Association for this fun event," said Sonoma County Fair CEO Matt Daly.

This year's competition featured 10 remarkable canine contestants, each with their own unique story. Petunia, rescued from a backyard breeder/hoarder situation in Las Vegas by **Lovable Dog Rescue**, is described as a gentle soul who adores other dogs, cats, and people. Her favorite pastimes include snuggling and taking trail walks in the Oregon woods. After receiving essential medical care, including spay and BOAS surgeries to correct an elongated palate common in poorly bred bully breeds, Petunia is now thriving and breathing easy.

For the second year in a row, **MUG® Root Beer** sponsored the World's Ugliest Dog® Contest, helping raise the stakes with a total prize pool of \$10,000. This year's awards include \$5,000 for first place, \$3,000 for second, and \$2,000 for third place. Petunia will

have her moment of fame as the (temporary) face of MUG Root Beer and have her own limited-edition MUG merchandise line.

“This is one of my favorite events of the year! I am so pleased that we have such amazing partners to work with,” said Sonoma-Marin Agricultural Association CEO Mandy Clendenen. “Thanks to both MUG and the Sonoma County Fair, we can keep this fantastic tradition alive.”

Petunia’s story will reach a national audience when she appears on NBC’s **Today Show** on Monday, August 11. This year, MUG is also giving the winner its own limited-edition merchandise line, complete with MUG x World’s Ugliest Dog t-shirt, dog toy, and custom can all featuring its face in lieu of the MUG mascot, Dog, along with a 10-pack of MUG Mini Cans. Starting this week, fans will be able to pre-order this limited-edition bundle for \$24.99 (plus shipping) on the @mugrootbeer [TikTok Shop](#), in support of MUG Root Beer's donation to Dogwood Animal Rescue. Fans can follow [@mugrootbeer on IG](#) and TikTok for more details on when pre-order opens.

To support animal rescue projects, MUG will make a one-time donation to the **Dogwood Animal Rescue Project** located in Santa Rosa, California.

“At MUG, we’ve always rooted for the underdog—literally. As a dog-backed brand, we’re proud to show up for canines in need, just like our mascot, Dog, would want. This year, we’re inviting our fans to join us in our mission to root for all dogs, help them find homes, and commemorate the World’s Ugliest Dog with the biggest honor we know: their face on our can” said Michael Smith, Vice President, MUG Root Beer.

MEDIA CONTACT:

[Mandy Clendenen ]

[CEO]

Sonoma-Marin Agricultural Association

[707-283-3247]

[CEO@sonoma-marifair.org]