

Local Kennel Club

City, State

[SAMPLE PRESS RELEASE TEMPLATE]

News Release

FOR IMMEDIATE RELEASE

[COMPETITOR'S HOMETOWN] TOP DOG HAS QUALIFIED TO COMPETE IN PRESTIGIOUS AKC® OBEDIENCE CLASSIC

(YOUR STATE), (DATE) — [HOMETOWN] resident [COMPETITOR'S NAME] and [his/her] [DOG'S BREED], [DOG'S NAME] have qualified to compete in the 2018 American Kennel Club® Obedience Classic (AOC), an event that crowns the top obedience dogs in the nation in the Novice, Open, Utility and Masters classes. This year's event will be held December 15-16 in Orlando, Florida.

Novice dogs are just beginning their Obedience careers, while many Masters-level competitors have earned the Obedience Trial Champion title (OTCH) and can complete the most difficult of exercises. [COMPETITOR'S NAME] and [DOG'S NAME] will strive to become the top dog in the [LEVEL] class.

The basic objective of obedience trials is to recognize dogs that have been trained to behave in the home, in public places and in the presence of other dogs. All contestants in a class are required to perform the same exercises in essentially the same way, so the relative quality of the various performances may be compared and scored. Exercises range from heeling on leash in the Novice Class to directed retrieving and scent discrimination in the Utility and Masters Classes.

The pair qualified by [INSERT APPLICABLE QUALIFICATION STANDARDS]

[For Novice]: earning their Companion Dog (CD) title from the Novice Class at any time, and by earning a total of six qualifying scores, or one Highest Scoring Dog award during the qualifying period of July 1, 2017 through June 30, 2018.

[For Open]: earning their Companion Dog Excellent (CDX) title from the Open Class at any time, and by earning a total of six qualifying scores in Open, or one Highest Scoring Dog award during the qualifying period of July 1, 2017 through June 30, 2018.

[For Utility]: earning their [Utility Dog (UD)/Utility Dog Excellent (UDX)] title from the Utility Class at any time, and by earning a total of six qualifying scores in the Utility Class, or one Highest Scoring Dog award, during the qualifying period of July 1, 2017 through June 30, 2018.

[For Masters]: earning a minimum of the Utility Dog title at any time, and by earning a total of six qualifying scores in the Open Class and six qualifying scores in the Utility Class during the qualifying period of July 1, 2017 through June 30, 2018.

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AKC Obedience Classic

Three of the American Kennel Club's largest events will be featured at one venue: the [AKC Obedience Classic](#), [AKC Agility Invitational](#) and [AKC National Championship presented by Royal Canin](#). The eighth [AKC Juniors Classic](#), offering obedience and AKC Rally® competition for kids up to the age of 18, will also run in conjunction with the AKC Obedience Classic.

The AKC Obedience Classic is sponsored by [Eukanuba](#) and [J and J Dog Supplies](#).

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For more information, contact:

Competitor's Name

Competitor's Phone

Competitor's Email

Competitor's Position at local kennel club if applicable