

Local Kennel Club

City, State

[SAMPLE PRESS RELEASE TEMPLATE]

News Release

FOR IMMEDIATE RELEASE

[COMPETITOR'S HOMETOWN] RESIDENT TO COMPETE IN AKC® NATIONAL OBEDIENCE CHAMPIONSHIP

(YOUR STATE), (DATE) — Sit. Stay. Come. Heel. This March 19-20, some of the best-behaved and most highly-trained dogs in the nation will meet at Tulsa Expo Square in Tulsa, Oklahoma, with the goal of becoming the next National Obedience Champion at the prestigious American Kennel Club® National Obedience Championship. Local resident, [COMPETITOR'S NAME] and [his/her] [DOG'S BREED], [DOG'S NAME], will be among the contenders.

[COMPETITOR'S NAME] and [DOG'S NAME] will compete against the top obedience dogs in the country, who were invited based on the number of Obedience Trial Champion (OTCH) points earned throughout the year or placements at AKC Obedience Regional Qualifying Events.

The purpose of obedience trials is to demonstrate the dog's ability to follow specified routines in heeling, jumping and retrieving as directed by the handler. All contestants in a class are required to perform the same exercises in essentially the same way, so that the relative quality of the various performances may be scored.

This year marks the 21st [National Obedience Championship](#). It is sponsored by [J & 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