

Canine Runway Searches for the Top Dog Model

The winner of the three-tiered competition will receive a vacation and a year of free dog food.

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The World Wide Pet Industry Association, a pet industry trade group, is organizing “Canine Runway: The search for America’s most paw-pular pooch,” a dog model competition where dogs will be judged on appearance, talent, and overall presentation.

In the three-tiered competition, dog owners begin by registering their dogs to compete at 12 preliminary local competitions to be held at twelve pet stores in Los Angeles and Orange County, Calif. WWPIA had not finalized the stores when it launched the concept during its America’s Family Pet Expo in Orange County on April 11. Dog owners can register their dogs through WWPIA’s Petsource.org website.

Two finalists from each of the preliminary competitions will move on to a finals competition to be held at one of the initial twelve retailers, at which four finalists will be selected to compete in the grand finals competition.

The grand finals competition will be held at WWPIA’s SuperZoo industry trade show for retailers in Las Vegas, Sept. 9-11.

The grand prize package will include a trip to El Portal Sedona, a B&B in Arizona owned by WWPIA chairman Steve Segner, and a year’s supply of Natural Balance dog food.