



Dog Groomer Reality Series Set for Animal Planet

“Groomer Has It” will follow 15 amateur and professional dog groomers competing to be top dog.

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Animal Planet expects to launch several new reality series in 2008 including “Groomer Has It,” which will follow 15 dog groomers as they compete against each other to become America’s top groomer. No formal air date was set at press time, but the first of 13 episodes is expected to premier sometime in April, with filming for the Los Angeles-based show beginning in late January.

A second Animal Planet show, “Petfinder,” will follow families through the pet adoption decision-making process as they decide which type of pet – dogs, cats, and other critters – to take home. The show, inspired by the company’s pet adoption website, Petfinder.com, includes two hosts who will aid the couples attempting to find their perfect pet. Its first episode will air Feb. 9, 2008, at 9 p.m.

The new shows are part of Animal Planet’s 2008 strategy to re-brand its programming to reach a more adult audience with “gripping entertainment rather than pure observational documentary and host-driven formats,” executives at the Discovery Communications channel said.

“The new campaign will change consumers’ perceptions of our brand,” said Victoria Lowell, senior vice president of marketing for Animal Planet Media. “There is so much goodwill to the brand, and now we’ve got to translate that goodwill to increased viewership.”

The network planned to launch eight new series and specials in February alone.