



Hallmark Announces 'YourPets' Contest Finalists

The greeting card company selected 67 dog, cat, and other animal finalists in its funniest pet card contest.

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Beginning June 16, Hallmark will sell greeting cards featuring the pets of 67 finalists in the company's "YourPets" funniest pet card contest. The finalists were selected from more than 7,000 entries, and feature photos of pet dogs, cats, chinchillas, guinea pigs, rabbits, and birds.

All entries were judged by Hallmark creative staff and expert pet judges, including veterinarian Wayne Hunthausen and DOG FANCY magazine art director Brian Bengelsdorf. Finalists were selected based on sendability of the card (how easily it could be sent to multiple people), theme (how well it fits the funny pet birthday theme) and humor of the caption (how well the photo and caption go together). Each finalist received \$250, and their card creations will be sold at the Hallmark website and in 13,000 Hallmark locations.

Now, the public can vote for their favorites from the final entries. Each card is available for viewing at the Hallmark website. One grand prize winner will be selected from the online voting and will receive a \$1,000 cash prize and a trip to Hallmark (along with the winning pet) for a professional photo shoot and workshop with Hallmark's creative team.