

CROSSBREEDS DUE TO COMPETE IN SCRUFFTS SEMI-FINAL AT EUKANUBA DISCOVER DOGS

Ninety crossbreed dogs from around the UK are on their way to London for the Scruffts semi-finals at Eukanuba Discover Dogs, and the chance to win a place in the final at the world's biggest dog show, Crufts.

In one of the most exciting Scruffts semi-finals to date, crossbreed dogs are coming to Eukanuba Discover Dogs at ExCeL London on Saturday 22nd and Sunday 23rd October 2016. With six different classes taking place over the two days, crossbreed dogs of all shapes and sizes will be competing for a place in the final, with just the six class winners going forward to Crufts next year.

Throughout the year, heats of the popular Scruffts contest, which is supported by pet food makers James Wellbeloved, have taken place at events around the country in search of crossbreeds with that extra special something. Over 1,400 dogs have taken part in the Scruffts heats this year, raising over £4,000 for the Kennel Club Charitable Trust and each event's chosen charity. None of the dogs left empty handed, as all competitors received a James Wellbeloved goodybag which included tasty treats, toys and a blanket.

James Wellbeloved Marketing Director Alison Sudbury said: "Scruffts is one of the highlights of our calendar, it's such a fantastic competition giving much needed recognition to the best of the family crossbreed dog world. Every year the contestants astound us with their heart-warming stories so we're really looking forward to meeting everyone at the show this year. We wish all the competitors the best of luck at the semi-final – it may be our best one yet!"

Caroline Kisko, Kennel Club Secretary said: "After a successful six months of heats across the UK, leading to our highest ever amount of competitors, we are very much

anticipating an exciting semi-final at Eukanuba Discover Dogs which will keep everyone on the edge of their seats.

“We’re looking forward to meeting all the qualifiers and celebrating the incredible bond between owner and crossbreed. Good luck to all owners and dogs competing over the weekend.”

A top dog judge will be making the difficult decision on the day, taking into account the importance of dog training and responsible dog ownership, and judging the entrants on good character, health and temperament as well as looks. Six winners will be chosen over the weekend, and not only will they qualify for the Scruffts final at Crufts, they will also receive special treats from James Wellbeloved.

In contrast to Crufts, the world famous dog show open to pedigree dogs, Scruffts caters exclusively for crossbreed dogs: dogs whose parents are of two different breeds, or a mixture of several breeds. The competition comprises six categories:

- Most Handsome Crossbreed Dog (6 months - 7 years)
- Prettiest Crossbreed Bitch (6 months - 7 years)
- Child's Best Friend* (6 months - 12 years)
- Golden Oldie Crossbreed (8 years or over)
- Best Crossbreed Rescue
- GCDS Crossbreed Class (for entrants that have a GCDS certificate at any level)

*Handled by a young person between 6 and 16 years of age inclusively

Prettiest Crossbreed Bitch, Golden Oldie and Best Rescue classes will be taking place on the Saturday and Most Handsome Dog, Child’s Best Friend and the Good Citizen Dog Scheme classes will be held on the Sunday.

Scruffts is run in support of the Kennel Club Charitable Trust, which has donated over £10m worth of grants to benefit the canine world since its inception in 1987. Its mission

is to promote the improvement of dogs through charitable grants and helping to fund research into canine health problems.

To find out more about Scruffts, please visit <http://www.crufts.org.uk/content/whats-on/scruffts/>.

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