



Press Release

FOR IMMEDIATE RELEASE

Date: July 31, 2017

Contact: Brandi Hunter

Phone: 212-696-8220

Email: bth@akc.org

THE AMERICAN KENNEL CLUB ANNOUNCES PUPPY OF ACHIEVEMENT CERTIFICATE PILOT PROGRAM

New York, N.Y. – The American Kennel Club (AKC®), the world’s largest purebred dog registry and advocate for all dogs, is pleased to announce the start of its new conformation Puppy of Achievement (POA) certificate program.

The program is designed to create incremental steps of success for those participating in conformation with their puppies. POA points will be earned by winning regular puppy classes or going Best of Breed or Best of Opposite Sex in the 4-6 Month Beginner Puppy (BPUP) competition. Dogs that earn 10 POA points will receive a certificate for their accomplishment. All dogs exhibited in the regular puppy classes or in BPUP competition will be eligible to earn POA points. There is no special entry requirement and no fee associated with the program. Dogs can start earning POA points at shows beginning September 1, 2017.

“We’re excited to launch this program as a way to encourage new puppy owners to continue participating in the sport. Our surveys have shown that new exhibitors are encouraged and likely to continue beyond five shows when they achieve some success,” said Doug Ljungren, Vice President of Sports and Events. “The Puppy of Achievement certificate program is meant to provide a realistic goal new exhibitors can strive to attain while they and their dog gain experience. We look forward to helping new exhibitors stay engaged and encouraged.”

“The POA program is seamless for clubs, superintendents, and judges, as points are earned in existing classes,” said Bri Tesarz, Manager of Dog Show Rules and Programs. “As always, we are here to help make participation in this program as easy and enjoyable as possible.”

AKC is launching the Puppy of Achievement as a pilot program. At the end of one year, all owners who have received a POA certificate will be surveyed about their experience, and next steps will be determined.

To learn more about the Puppy of Achievement program, please visit www.akc.org/events/puppy-of-achievement/. Questions can be sent to eventnews@akc.org.

###

About the American Kennel Club

Founded in 1884, the American Kennel Club is a not-for-profit organization, which maintains the largest registry of purebred dogs in the world and oversees the sport of purebred dogs in the United States. The AKC is dedicated to upholding the integrity of its registry, promoting the sport of purebred dogs and breeding for type and function. Along with its more than 5,000 licensed and member clubs and its affiliated organizations, the AKC advocates for the purebred dog as a family companion, advances canine health and well-being, works to protect the rights of all dog owners and promotes responsible dog ownership. More than 22,000 competitions for AKC-registered purebred dogs are held under AKC rules and regulations each year including conformation, agility, obedience, rally, tracking, herding, lure coursing, coonhound events, hunt tests, field and earthdog tests. Affiliate AKC organizations include the AKC Humane Fund, AKC Canine Health Foundation, AKC Reunite and the AKC Museum of the Dog. For more information, visit www.akc.org.

AKC, American Kennel Club, the American Kennel Club seal and design, and all associated marks and logos are trademarks, registered trademarks and service marks of The American Kennel Club, Inc.

Become a fan of the American Kennel Club on Facebook, and follow us on Twitter @AKCDogLovers