



AMERICAN  
KENNEL CLUB<sup>SM</sup>

## Press Release

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**FOR IMMEDIATE RELEASE**

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### **AMERICAN KENNEL CLUB HONORS TRAP FALLS KENNEL CLUB WITH A COMMUNITY ACHIEVEMENT AWARD**

**New York, NY** – The American Kennel Club<sup>®</sup> announced recently that Trap Falls Kennel Club (TFKC) of Upper Fairfield County, Connecticut has been named a recipient of the AKC<sup>®</sup> Community Achievement Award for hosting an exceptional AKC Responsible Dog Ownership (RDO) Day event. The TFKC received one of three awards for the fourth quarter of 2008– Greenville Kennel Club and Upper Potomac Valley Kennel Club also received recognition.

The AKC Community Achievement Awards support and recognize outstanding public education and legislation efforts of AKC-affiliated clubs, AKC-recognized federations and their members. The AKC selects award recipients who promote purebred dogs and responsible dog ownership within their communities or who have successfully introduced, monitored and responded to legislative issues affecting dog ownership. The fourth quarter awards are reserved solely for clubs that hosted exceptional AKC RDO Day events in the month of September.

TFKC attracted nearly a thousand community members to its AKC RDO Day event. The club offered a Parade of Breeds; agility, obedience and Schutzhund demonstrations; AKC CGC testing; AKC-sanctioned Obedience and Rally matches; grooming and microchip clinics; and contests such as “Best Kisser,” “Best Trick” and “Best Tail Wagger.” To make it easier for spectators to navigate the event, the club created a program listing the club, vendor and sponsor information as well as a booklet describing the breeds attendees would see in the Parade of Breeds.

TFKC also extensively recruited participant groups from their community, including the Milford Police Department and Connecticut State Police K-9 Unit, who demonstrated how dogs entered and exited vehicles and how they search for specific items. They also invited national AKC RDO Day sponsor Invisible Fence Brand, Therapy Dogs Incorporated, the Trumbull Animal Group and Natural Choice Pet Foods to staff booths and offer information to the public.

The club appointed a publicity chairperson to actively promote the event and attract spectators. They received an “AKC Responsible Dog Ownership Day” proclamation from the First Selectman of Trumbull, Connecticut as well as coverage in the *Connecticut Post*,

*Trumbull Times, Fairfield Sun, The Review* and local radio and TV stations.

“We are pleased that the Trap Falls Kennel Club took on the task of hosting such a large and multi-faceted event,” said Noreen Baxter, AKC’s VP of Communications. “With all the different activities, the club reached a wide audience and introduced community members to the wonderful world of dogs, something which the AKC and its member clubs are always striving for.”

Nominations for the AKC Community Achievement Awards are accepted year-round. Up to three honorees are named each quarter. They receive a certificate of appreciation and a \$1,000 check payable to the club or federation’s public education and canine legislation efforts. To nominate a club, visit

[http://www.akc.org/public\\_education/community\\_achievement.cfm](http://www.akc.org/public_education/community_achievement.cfm)

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**The American Kennel Club**, founded in 1884, 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 nearly 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 20,000 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 Companion Animal Recovery and the AKC Museum of the Dog. For more information, visit [www.akc.org](http://www.akc.org).

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