

# PEOPLE Announces Second Annual "World's Cutest Rescue Dog" Contest Presented By The PEDIGREE® Brand

## SUBMISSIONS OPEN MONDAY, JUNE 10

NEW YORK, June 10, 2019 [/PRNewswire/](#) -- Submissions are now open for PEOPLE's second annual **World's Cutest Rescue Dog** contest, presented by the PEDIGREE® brand. Beginning today through Sunday, June 30, rescue dog owners (18 years and older) may submit photos with back stories of their furry friends, telling PEOPLE how their lives have changed for the better since adopting their pets. Contest entries may be submitted online now at: <https://people.com/worlds-cutest-rescue-dog-contest>.

The public will be invited to vote for their favorite rescue dog on PEOPLE.com once PEOPLE's editorial staff reviews the submissions and announces the Top 10 in its July 29 issue (on newsstands nationwide Friday, July 19). A panel of judges including New York Times best-selling author **Katherine Schwarzenegger**; one-half of the Grammy Award-winning duo **Dan + Shay, Dan Smyers**; PEOPLE Pets Editor **Kelli Bender**; and PEDIGREE Foundation Executive Director **Debra Fair** will choose the grand prize winner, who will be announced in the September 23 issue (on newsstands nationwide Friday, September 13).

The World's Cutest Rescue Dog contest winner will receive a one-year supply of PEDIGREE dog food, a \$1,000 donation to the pet rescue organization of their choice, a custom PEOPLE photo shoot, and a feature story in PEOPLE and on PEOPLE.com.

Schwarzenegger and Smyers have a deep love for rescue dogs and are rescue dog owners themselves. Schwarzenegger recently published her book, "Maverick and Me," which teaches children the importance of animal rescue. She partnered with the PEDIGREE brand to support pet adoption through the brand's Every Pup's Superpower campaign, which highlights the super powers in all dogs. As part of the program, Schwarzenegger hosts a podcast called "The Dog That Changed Me™," where she talks with friends about dog rescue and the impact their pets have made on their lives. In addition, Smyers has worked with Proverbs 12:10 Animal Rescue in Nashville, Tennessee.

"PEOPLE received more than 10,000 submissions to our World's Cutest Rescue Dog contest last year, demonstrating how truly invested our readers and staff are in this contest," says **Cynthia Sanz**, PEOPLE Executive Editor. "We love honoring these precious rescue dogs and we are excited to be celebrating another year!"

"We're thrilled to see the positive impact pet adoption has on so many people's lives through the touching personal stories from the contest submissions," said Debra Fair, Executive Director, PEDIGREE Foundation. "We believe every dog deserves a loving forever home, and this contest is a great way to spread awareness for pet adoption and shine a light on our furry friends."

PEOPLE's inaugural World's Cutest Rescue Dog contest winner, **Penny**, is a one-eyed golden retriever who was saved from an abusive past on the streets of Turkey by her adoptive family in Silver Spring, Maryland. Read Penny's story here:

<https://people.com/pets/worlds-cutest-rescue-dog-winner/>.

#### **About PEOPLE**

PEOPLE revolutionized personality journalism when it launched as a weekly in 1974 with a mission to celebrate extraordinary people doing ordinary things and ordinary people doing extraordinary things. Ubiquitous and still at the center of pop culture more than 40 years later, the PEOPLE brand is accessible across all media and platforms (print, digital, video, OTT, mobile, social) bringing more than 100 million consumers a unique mix of breaking entertainment news, exclusive photos, video, unparalleled access to the red carpet, celebrities, and in-depth reporting on the most compelling newsmakers of our time. An essential component of PEOPLE's editorial vision remains human interest stories, which touch and often mirror the lives of our passionate audience. ComScore ranks the PEOPLE/Entertainment Weekly Digital Network No. 1 in the entertainment news category. And now, the PeopleTV app offers a free, advertiser-supported OTT streaming video service. PEOPLE is an award-winning 24/7 news organization headquartered in NYC with reporters worldwide. For more information visit PEOPLE.com and follow @people on Twitter and Instagram, @peoplemag on Facebook, and the PEOPLE channel on YouTube and on Snapchat's Discover.

#### **About the PEDIGREE® Brand**

The PEDIGREE® Brand is the number one brand of dog food and treats in the world, feeding more dogs than any other brand. The PEDIGREE® Brand offers a wide variety of products and formats for dogs at every life stage. The PEDIGREE® Brand is built on an unwavering love for all dogs and a commitment to dog adoption. For more information, please visit [www.Pedigree.com](http://www.Pedigree.com).

#### **About PEDIGREE Foundation**

We believe every dog deserves a loving, forever home. PEDIGREE Foundation is an independent 501(c)(3) non-profit organization working to help end pet homelessness. Nearly 3.5 million dogs end up in shelters and rescues every year, and nearly half never find a home. The foundation was established in 2008 by Mars Petcare, maker of PEDIGREE® food for dogs, to help increase dog adoption rates. We've awarded more than 5,300 grants and \$7.3 million to U.S. shelters and rescues that help dogs in need. At PEDIGREE Foundation, we're working toward a day when all dogs are safe, secure, cared for, fed well and loved. See how you can help: [www.PEDIGREEFoundation.org](http://www.PEDIGREEFoundation.org).  
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#### **About MEREDITH CORPORATION**

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