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Press Release

FOR IMMEDIATE RELEASE

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Contact: Alaina Caraballo

Phone: (212) 696-8256

Email: alaina.caraballo@akc.org



THE AMERICAN KENNEL CLUB INTRODUCES PUPPY PACK 2.0: PUPPIES MAKING A DIFFERENCE

NEW YORK, NY - Calling all puppy lovers! The American Kennel Club (AKC®) is excited to announce the newest group of puppies for its “AKC Puppy Pack,” which will feature three puppies training for work that will transform the lives of their human companions - what’s better than that? The AKC will follow the endearing stories of all eight dogs in the puppy pack — including a guide dog, a service dog, and a detection dog in training — as they grow, learn, and play!

The Puppy Pack 2.0 includes:

- Zane, a Labrador Retriever (Sporting Group), training to be a guide dog with the organization, Guiding Eyes for the Blind
- Tilly, a German Shorthaired Pointer (Sporting Group), training to be a detection dog
- Pnina, a Basset Hound (Hound Group)
- Sparkle, a Siberian Husky (Working Group)
- Earnest, a Glen of Imaal Terrier (Terrier Group)
- Mimi, a Pekingese (Toy Group)
- Tesoro, a Xoloitzcuintli (Non-Sporting Group), training to be a service dog
- Storm, an Icelandic Sheepdog (Herding Group)

AKC Puppy Pack tells the story of puppies’ lives through engaging, educational and cute photos/videos on the official AKC Instagram. This program covers the first year of their lives as they attend veterinarian visits, participate in training, sports & events, and the day-to-day trials, tribulations and joys of being a puppy.

Along with educating consumers about responsible dog ownership, Puppy Pack 2.0 will also emphasize the importance of service and working dogs.

“This year, we wanted to put a spotlight on the incredible things service and working dogs do for the community along with the realities of raising a pup.” says Gina DiNardo, AKC Executive Secretary. “Many people see the outcome of service dog training, but never the work that goes into the journey. This is what we hope to accomplish with the new Puppy Pack class.”

In anticipation of Puppy Pack 2.0, the AKC will host a kick-off event on October 23rd from 4:30pm-6:30pm at the Canine Retreat by AKC 42nd Street location. Seven Puppy Pack puppies will be at the event.

Fans of the pack can make sure they never miss a moment of cuteness by following the hashtag #AKCPuppyPack.

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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.

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