



# The Search is on for Australia's Top Dog!

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*Move over leggy glamazons: scruffy is the new chic. Media Animal TV has launched a nationwide competition aiming to find Australia's Top Dog.*

SYDNEY, NSW, AUSTRALIA, March 15, 2014 /EINPresswire.com/ -- Unlike fashion mavens, dog lovers know that beauty is not skin deep. So along with the primped and preened pooch, this unique round-up will recognise dogs that reflect a true Aussie spirit - dogs with big hearts, true grit and maybe a larrikin sense of humour to boot.

"Dogs are a huge part of our lives and contribute to our stories in the most incredibly moving ways," said Tracey Preston, former Channel 9 newshound and Executive Producer of Media Animal TV. "The competition is a fun and light-hearted way of acknowledging that contribution."

Media Animal TV is an online channel celebrating unique Australian animals and some equally unique Australian personalities – from animal whisperers with amazing insights into our pets to quirky wildlife lovers who show us an unexpected side of nature.

The Top Dog call-out will offer four entry categories to reflect the wide variety of roles dogs play in Australian lives, from rounding up sheep on a dusty station to giving "Welcome Home" licks to brighten an office worker's day.  
Did you know?

One in three Australian households includes a dog, in a nation where there are two million more pets and than people. According to a survey by the Animal Health Alliance, 90 percent of us consider our dog or cat a member of the family, and companionship is the main motivation for 70 percent of pet owners.

Pet owners are both healthier and happier, suffering from a lower rate of depression, loneliness and even heart disease, according to the RSPCA. Kids who grow up with pets, especially dogs, suffer from fewer allergies, and grown-ups with dogs make fewer trips to the doctor.

Doing justice to this special role will take some very special judges, including media personality Steve Austin, a renowned dog lover and Elite Dog Trainer, and Ann Harris, Animal Talent Scout and head of leading agency Animal Talent Time.

"All dogs are Top Dogs in my eyes," said Steve Austin, "but whatever the category, I'll be looking for character. They don't have to be good looking and I don't care if they're from the pound. To me it's about loyalty and heart."

If you think your dog has what it takes to be Australia's Top Dog, visit [www.mediaanimal.tv](http://www.mediaanimal.tv) for details on how to enter. Entries close March 24th 2014.

The Categories:

\_ Top Pet Dog: This category is open to all pet dogs, cute, not so cute, silly, funny loveable dogs in all shapes and sizes.

\_ Top Working Dog: Calling all dogs with jobs, be they farm dogs, assistance dogs, police dogs or military dogs.

\_ Top Talented Dog: Does your dog have a special talent? Can they sing, dance or perform a special trick? This is your category.

\_ Top Glamour Dog – It's about style, deportment, coat condition, personality - or perhaps a special sparkle in the eye! If you've got it, flaunt it.

#### Judges

\_ Steve Austin - Elite Dog Trainer with over 25 years experience training dogs from pets, police dogs, IED detection Dogs to Conservation dogs

\_ Ann Harris - Animal Talent Scout and head of Sydney's leading animal talent agency Animal Talent Time

\_ Mitchell Waygood - An award winning Pet Stylist from Shear Elegance Pet Spa

#### Prizes Prizes

\_ 1st place winner in each category receives a Kellyville Pets pack valued at \$330

\_ A contract from Animal Talent Time Agency-representing some of Australia's well known animal stars! ( Winners outside NSW would be required to travel to Sydney to take up this prize should they win)

\_ A photo session with a leading pet photographer. 1st prize total value over \$500

\_ 2nd place in each category win a Deluxe Dog Kennel and a goody bag which includes healthy Whimpzees and Wanpy dog treats, dog bowl and activity toy. 2nd Prize value \$340

\_ 3rd place in each category wins a doggy bag stacked with healthy doggy treats, food bowl and activity toy valued at \$170

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