HALLMARK CHANNEL DOUBLES UP ON THE WOOF, WAGS AND WIGGLES WHEN THE
‘2019 AMERICAN RESCUE DOG SHOW’
EXPANDS TO TWO NIGHTS, FEBRUARY 17-18 ON HALLMARK CHANNEL

Rebecca Romijn and Jerry O’Connell Co-Host the Only Canine Competition
Celebrating Dogs Adopted from Shelters and Rescue Organizations

STUDIO CITY, CA – January 28, 2019 – Hallmark Channel’s second annual “2019
American Rescue Dog Show” presented by PEDIGREE® premieres as an expanded, two-
night event, Sunday, February 17 and Monday, February 18 (8 p.m. ET/PT) on Hallmark
Channel. The special focuses the spotlight on various breeds adopted from shelters and rescue
organizations across the country vying for top dog in the world’s most adorable categories. The
“2019 American Rescue Dog Show” is hosted by Rebecca Romijn and Jerry O’Connell, who are
joined by co-hosts Ross Mathews and Larissa Wohl as they cover all the action ringside and
backstage. Guest judges are pet rescue advocates Bill Berloni, Debbie Gibson, Brandon
McMillan, Mike Rowe and Lisa Vanderpump.

The “2019 American Rescue Dog Show” will once again highlight the heartfelt traits and
benefits of mixed breeds and rescued purebreds, including Afghan Hounds, Corgis, Golden
Retrievers, Huskies and many more. Categories include Best in Couch Potato, Best in Wiggle
Butt, Best in Underbite, Best in Talking, Best in Snoring, Best in Senior, Best in Short ‘n Sweet,
Best in Special Needs, Best in Smiling and Best in Belly Rubs. The top 10 dogs will face off in
the finals where one proud pooch will be crowned Best in Rescue. In addition to the
competition ring, the show will highlight the importance of fostering homeless dogs and
adopting from local animal organizations.

The mission of the “2019 American Rescue Dog Show” is to celebrate rescue dogs in a
personality-driven competition. The goal of the show is to shine a light on these incredible pets
and inspire viewers to adopt their next dog from their local shelter or rescue organization.
Whether already in homes or waiting to be adopted, these dogs are all heart and full of
personality.

As the presenting sponsor, PEDIGREE is closely aligned to the show’s mission. The
PEDIGREE brand has worked tirelessly to help support the transformation of shelter dogs into
pets with loving, forever homes by donating good food for the cause, and millions of dollars
through the PEDIGREE Foundation to shelters and rescues across the country. To that end,
PEDIGREE Foundation will provide a total of $100,000 in grants to the winners’ shelters or
rescues.

Serving as the show’s official mascot is the network’s own rescued and adopted pet,
Happy the Dog. In addition to starring in movies and specials, Happy the Dog is a certified
therapy dog and emotional support animal.

Executive Producers Michael Levitt and Jennifer Schulz are both animal advocates and rescuers
whose lives are dedicated to increasing awareness of pet adoption. Levitt, an accomplished TV
producer, and Schulz, a communications professional for pet brands and organizations, joined
forces to create a show that is both entertaining and heart-warming. Their goal is to celebrate
rescue dogs with the hope of inspiring Hallmark Channel viewers to adopt their next pet.
Throughout the show, Adopt-a-Pet.com will be showcased as a great resource for
viewers to find their next pet.
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 glove for all dogs and a commitment to dog adoption. For more information, please visit www.Pedigree.com.

About PEDIGREE Foundation
Formed in 2008 by Mars Petcare, the makers of PEDIGREE® food for dogs, PEDIGREE Foundation is an independent 501(c)3 non-profit organization working to help end pet homelessness. Through no fault of their own, nearly 3.5 million dogs end up in shelters and rescue organizations every year, and nearly half of them never find a home. PEDIGREE Foundation helps increase dog adoption rates with grants and best practices that support the good work of shelters and dog rescue organizations throughout the United States. Its vision is a day when all dogs are safe, secure, cared for, fed well and loved. For more information on how you can support the foundation, visit www.PEDIGREEFoundation.org

ABOUT HALLMARK CHANNEL’S ADOPTION EVER AFTER
Working in collaboration with the country’s leading animal rescue and welfare organizations, activists, distribution and advertising partners, and celebrity influencers, Hallmark Channel’s Adoption Ever After aims to dismantle common misconceptions about shelter animals, provide resources, inspire the public to adopt, and ultimately create a future where every pet has a loving home. The initiative shines a spotlight on the countless lovable pets in our nations shelters through annual on-air programming specials like Kitten Bowl, Hero Dog Awards, and The American Rescue Dog Show, as well as strategic partnerships, consumer marketing campaigns, public service announcements, and grassroots efforts.

MEDIA CONTACT:
Maria Fischer, (818) 755-2686, MariaFischer@crownmedia.com

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