



FOR IMMEDIATE RELEASE

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For complete Show details, visit
www.SacramentoDogShow.com

*****MEDIA ADVISORY*****

Sacramento Kennel Club's 96th All-Breed, AKC Dog Show Comes to Cal Expo

-Thousands of dogs, pet product vendors, and pet lovers alike expected to attend one of the longest-standing dog shows in the country-

What: The Sacramento Kennel Club, a member of the American Kennel Club (AKC), announces dates for the 2017 Sacramento Dog Show. This event is one of the longest-standing dog shows in the country, at nearly 100 years old. Since the 1920s, the show brings judges from across the county to award the "Best in Show", and other specialty categories.

A great family event, the Sacramento Dog Show is open to the public, breeders, groomers, media and pet lovers alike.

When: **Thursday, April 13th - Sunday, April 16th**
8:00am-4:00pm daily

Where: Cal Expo Pavilion, Buildings C & D
1600 Exposition Blvd.
Sacramento, CA 95815

Cost: **\$15 Adults**
\$12 Seniors & Juniors
Children under 12 are free.

Parking: Day of show parking is \$10.00 per day. Overnight motor home parking is \$50.00 per night.

For complete event, competition and ticket information, visit www.SacramentoDogShow.com or 'like' us at www.facebook.com/CalExpoDogShow or follow our tweets @CalExpoDogShow.

Photo, video and on-site interviews opportunities are available upon request.

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About the Sacramento Kennel Club

A member of the American Kennel Club, the Sacramento Kennel Club's first records date back into the 1920s. In the beginning, it was part of the California State Fair in the 50s where it was immediately recognized as one of the premier shows in the country. In the 60s, Cal Expo was built in Sacramento, and it became our new home every year. In the 80s, several specialty clubs joined us and our growth has compounded year-after-year. Today, we celebrate one 4-day annual show, every April, and have become known for our outstanding show dogs, the competition, and as a great family-friendly event.

About Show Chairman, Mr. Richard Vida

Mr. Vida has been the promoter of the Sacramento Kennel Club Dog Show for more than 40 years, and also the Northern California Terrier Association Show for more than 20 years. He is the past president of the Sacramento Kennel Club, and owner of a commercial pet boarding and grooming facility in Sacramento. He is also a Sacramento-based real estate broker, specializing in sales of commercial pet boarding facilities and was the CEO and owner of three large retail stores in the pet, automotive, sports and hardware industries.