



## AN EXCITING NEW CHAPTER IS ANNOUNCED FOR THE EUKANUBA WORLD CHALLENGE

*Geneva, July 2016* - ONE OF the world's most truly renowned and international dog show events, which is supported by the FCI – the **Eukanuba World Challenge** – will celebrate its 10<sup>th</sup> anniversary by moving to the UK, hosted at Crufts.

The FCI, The UK KC and the EWC committee have been collaborating on plans and have decided that the 10<sup>th</sup> year of the prestigious event should take place at Crufts at the National Exhibition Centre in Birmingham, March 2017.

The Federation Cynologique Internationale (FCI) is the biggest supporter of the competition, as the majority of the competitors from around the globe have been sent through from FCI countries. The Kennel Club (UK) has also developed a strong relationship with the EWC – not only as a key supporter but also by sending through UK represented dogs to take part in the competition.

For the past two years, the EWC event was successfully held alongside the popular Amsterdam Winners Show in Holland. Eukanuba wishes to express sincere gratitude to the Dutch Kennel Club and the Amsterdam Winners Show committee and supporters who helped make EWC '14 and '15 two of the best events yet. Eukanuba will continue to proudly support the world class AWS in 2016 and look forward to working with all involved in the run up to the World Dog Show, which is due to be held in Amsterdam in August 2018.

The Eukanuba World Challenge event is made up for top dogs from across five continents. Competitors qualify by either being their national kennel club's representative (in case of direct access to the final) two further competitors are granted a place in the final by winning through from a specified qualifying event in Europe– which in 2016 takes place at the Split summer shows in Croatia from 28-31 July, or by winning best in show at a major dog show such as World Dog Show or the European Dog Show & Crufts..

All Kennel Club presidents of competing countries will be invited to the finals at Crufts.

The very first Eukanuba World Challenge was held back in 2007, whilst supported by the American Kennel Club (AKC), was held in Longbeach, USA, then it moved successfully to Orlando, USA, in 2011 which became its home for three years. In 2014, the prestigious event moved across the Atlantic and into Europe where it nestled in among the Amsterdam Winners' Show for two years running.

Jose Luis Ibanez, EWC Show Chairman said: "So many stories and wonderful memories have been created over the past nine years at the Eukanuba World Challenge and we all believe it is the right time to move to Crufts next year. What a way to hold the 10th anniversary by holding it at Crufts. We are very grateful for the opportunity to showcase our event at Crufts.

"Last year, Eukanuba started a new chapter with Spectrum Brands, and together the EWC has gone from strength to strength, also thanks to the very good work between the Dutch Kennel Club and Amsterdam Winners Show. Last year's EWC was the best event yet.



“This latest development, of moving to Crufts, will not only cement the EWC as a world class event but will also allow breeders and exhibitors from around the globe to see once again the world’s best dogs all in one place.”

Gerald King, Chairman of Crufts, said: “Crufts and the Kennel Club are pleased to host the 10th anniversary Eukanuba World Challenge. This will be a fantastic opportunity to have the entire dog world in one place celebrating the most successful and well known dog show in the world – Crufts – and at the same time hosting the distinctive Eukanuba World Challenge which will throw the spotlight on the magnificence of pedigree dogs in one place and enhance the partnership the Kennel Club has with Eukanuba supported by the FCI.

Rafael de Santiago, President of the FCI, and who had the honour of judging last year’s Grand final of the EWC, added: “The Eukanuba World Challenge is an extremely well organised global event and the ninth edition quite honestly surpassed all expectations. I’ve watched the event grow from being held in the USA, to Amsterdam and now, by coming to the UK and to Crufts, is a major achievement and one we are proudly supporting.

“It’s also incredible to see the amount of backing from all of the National Kennel Clubs who send representatives forward to the EWC and we look forward to seeing this amazing event unfold at Crufts 2017.”

For the past two years the Amsterdam Winners’ Show has played host to the EWC and Gerard Jipping, Chairman of the Dutch Kennel Club, said: “For the past two years, the Winner Team has worked really well with Eukanuba and both competitions were very special indeed and are proud to have been part of the EWC. We wish the Crufts committee the very best of luck in putting on another amazing event.”

In its nine year history, the USA has produced two dogs to take the EWC title whilst there have been two American Cocker Spaniel and two Standard Poodle winners as well. Who will make it to the 10<sup>th</sup> Eukanuba World Challenge and take home the title of Eukanuba World Challenge Champion?

#### **EUKANUBA WORLD CHALLENGE ROLL OF HONOUR**

|      |                                    |                         |             |
|------|------------------------------------|-------------------------|-------------|
| 2007 | Ch Very Vigie Vamos A La Playa     | American Cocker Spaniel | Switzerland |
| 2008 | Ch Dakira Sawahin                  | Saluki                  | Germany     |
| 2009 | Ch Namens Axel del Monte Alago     | Bracco Italiano         | Italy       |
| 2010 | Ch Alex de Akido San               | Dobermann               | Argentina   |
| 2011 | Ch Propwash Reckon                 | Australian Shepherd     | USA         |
| 2012 | Ch Jaset's Satisfaction            | Standard Poodle         | USA         |
| 2013 | Ch Afterglow Maverick Sabre        | Standard Poodle         | UK          |
| 2014 | Ch Ricky Ricky From Yarrow-Hi Tech | Affenpinscher           | WDS winner  |
| 2015 | Ch Very Vigie I Don't Know         | American Cocker Spaniel | France      |

**José Luis Ibáñez**  
EWC Show Chairman

**Rafael de Santiago**  
FCI President



**End**

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**About Eukanuba World Challenge**

Supported by the world's leading canine organizations, 'Federation Cynologique Internationale' (FCI) and 'The Kennel Club' (UK), the 'Eukanuba World Challenge' is a unique competition designed to bring together the top winning dogs from around the world and celebrate the magnificence of pure breed dogs. Participating dogs are nominated by their national Kennel Clubs or qualified at some of the world's most prestigious shows, and compete for the highly coveted title 'Eukanuba World Challenge Champion' and a EUR 7,500 prize. For more information, visit <http://www.eukanubaworldchallenge.com> or [www.facebook.com/EukanubaWorldChallenge](http://www.facebook.com/EukanubaWorldChallenge)