

## America's Top Dog Model 2017 Contest Aims to 'Celebrate the World'

BY PET PRODUCT NEWS STAFF



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[America's Top Dog Model](#) (ATDM) annual dog modeling contest will launch its 13<sup>th</sup> competition beginning Jan. 20 and ending April 30.

ATDM's contest mission is to "celebrate dogs that make a difference," according to show producers, and the theme for the 2017 ATDM competition is "Celebrate the World."

"Dogs bring people together by bridging differences," said Jo Jo Harder, contest creator. "Dogs remind people that no matter how divided they are, humans share a common bond grounded on goodness and humanity. During this year's competition, contestants will have an opportunity to present ways to celebrate the world in which we live in. Entries should reflect their interpretation of inspiring ideas that 'Celebrate the World.'"

Top dog entrants will receive prizes, which include being featured on the cover of ATDM calendar, a story about the winner in Pet Product News, custom jewelry from Lola's for Pets, a Global-themed couture ensemble from Yvette Ruta and Hayleys Hats, a tiara or crown from ATDM, signature accessories from ATDM and an autographed copy of "How to Become a Top Dog Model."

Eleven finalists will be featured in ATDM's calendar and at [americastopdogmodel.com](http://americastopdogmodel.com), and also will receive an autographed copy of "How to Become a Top Dog Model" and Pawz Dog Boots & Paw Wax.

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