



WAHL® AND PETFINDER FOUNDATION ANNOUNCE DIRTIES DOG IN AMERICA

-Effort supports shelters nationwide; awarding \$7,000 and grooming supplies-

The search for America's dirtiest—make that adorably dirtiest—dog is over. Wahl and Petfinder Foundation's 2013 Dirty Dogs Photo Contest, which kicked off during Adopt-A-Shelter Dog Month to help clean out America's shelters, ultimately came down to River, a wide-eyed Chihuahua and Pug mix with a clear nose for dirt. As the winner, River will receive a year supply of Wahl grooming products as well as a \$5,000 grant to her nominated shelter, the Secondhand Hounds Rescue in Minnetonka, Minn. The second place finalists were Nancy, representing Texas Gulf Coast Bull Terrier Rescue of Houston and Coco Chanel, representing Fluffy Dog Rescue of Nashville. Both will receive grooming supplies and \$1,000 for their supported rescue organizations. To view the Dirty Dogs Contest winners and finalists, visit [Wahlpets.com](#) or the [Wahl Home Facebook page](#).

"Not only would we like to congratulate our top finalists, but we'd like to thank everyone who participated," said Karen Hollish program marketing manager for the Petfinder Foundation. "The support was immense, and we greatly appreciate those people who helped to spread the word about dog adoption and the importance of supporting your local shelters."

While the Dirty Dogs Contest celebrated dogs that are dirty, the effort helped to put a spotlight on pet adoption and the importance of grooming to the health and adoption of these animals. According to a recent Petfinder Foundation survey, 73 percent of dog adopters start the process online by viewing dog profiles. Left unkempt, these dogs' chances of adoption rest on the hope that those looking to adopt will overlook their dirty exterior.

Understanding the need for grooming supplies, Wahl worked with the Petfinder Foundation to provide shelters and rescues nationwide with much-needed grooming supplies during the month of October, known as National Dog Adoption Month. Through this effort, approximately 1,000 shampoo bottles were distributed, helping to wash 10,000 dogs to help them get adopted.

"The support was so impressive, we wanted to help all the shelters nominated by our finalists," said Shay Moeller, product manager for Wahl Clipper Corporation. "The hope is that these additional grooming supplies will help care for any animals taken in through the holiday season."

More than 350 entries for the Dirty Dogs Contest were collected throughout October. Fans then voted for their favorites, once daily, from November 5 through 19 on the [Wahl Home Facebook page](#).

In addition to the prize packs for the top three finalists, Wahl and Petfinder Foundation are providing grooming supplies—pet clippers, shampoo and brushes—to the shelters and rescues represented by the top 25 finalists.

More information on the Petfinder Foundation, dog adoption and shampoo grant success stories can be found at [petfinderfoundation.com](#). To view the Dirty Dogs Contest winners and finalists, visit the [Wahl Home Facebook page](#). For information on proper pet grooming and how Wahl pet products can help clean up your dog in the aftermath of mud puddles, dirt and tangles, visit [wahlpets.com](#).

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About Petfinder Foundation

The Petfinder Foundation, a nonprofit 501(c)3 public charity, helps homeless pets by saving lives through adoptions, helping shelters prepare for and recover from disaster and working to make sure animal welfare organizations across the country are more sustainable. Its mission is to ensure no adoptable pet is euthanized for lack of a home. Since 2003, the Foundation has provided over \$20 million in grants to animal welfare organizations and Petfinder member shelters and rescue groups.

About Wahl

Wahl Clipper Corporation is an international industry leader in the manufacturing of products for the professional beauty and barber salon trade, consumer personal care and animal grooming. Headquartered in Sterling, Ill. Wahl products are available in 165 countries and employees some 2,000 people worldwide. For more information about Wahl, visit [wahl.com](#).