# **SYDNEY CAT & DOG LOVERS FESTIVALS**

# MAY – AUG 2023 PR REPORT

# tide.pr

# THE RESULTS 359 x HITS THE REACH 66,298,258

CAT LOVERS FESTIVAL

# BREAKDOWN

# 60,688,711

### 47 x ONLINE + EDM

Campaign coverage was featured across a broad range of titles. The brand was featured in leading lifestyle and what's on publications such as Concrete Playground, Time Out, Urban List and Secret Sydney. Additional coverage was achieved in 9Honey, Man of Many, News.com.au, New Idea, The Australian and The Guardian!

### 14 x PRINT

1,847,800

Print coverage was secured in lifestyle titles, as well as major and local news outlets, such as The Daily Telegraph, Sydney Observer, North Shore Times, Mosman Daily, Wentworth Courier, The Senior, Sydney Observer, as well as coverage in CALD papers like Vision China Times and Australian Chinese Daily.

# 2,672,493

#### 14 x SOCIAL

Coverage was secured across a number of social media platforms and involved a mix of editorial article shares as well as dedicated event posts. Some of the channels included Studio 10, Time Out Sydney, Yahoo Lifestyle, New Idea, Concrete Playground, Secret Sydney, Busy City Kids and Where to Sydney.

# 1,089,254

#### 284 x BROADCAST

Broadcast coverage was achieved over event weekend, this included national weather with TODAY, a feature in the Nine News bulletin, as well as a news package with Channel 7, shot and managed by the tide team on-site.

\*Audience figures and coverage hits were calculated and tracked using a combination of media monitors and manual calculations via publicly available records. Print reach = average number of potential readers per issue. Online reach = average monthly unique browsers. Social reach = total number of account followers at the time of posting.





<u>**7News Sydney**</u> (syndicated x 8) Date: 26 August 2023 Medium: TV Total reach: 263,493



CAT LOVERS FESTIVAL DOG LOVERS FESTIVAL



Today Show (syndicated x 34) Date: 27 August 2023 Medium: TV Total reach: 32,648

















Today Show (syndicated x 34) Date: 27 August 2023 Medium: TV Total reach: 57,113





SHHE @ 35\*

Cat Levers Festival. Deg Levers Festival.



Today Show (syndicated x 34) Date: 27 August 2023 Medium: TV Total reach: 78.882



CAT LOVERS FESTIVAL DOG LOVERS FESTIVAL



Today Show (syndicated x 34) Date: 27 August 2023 Medium: TV Total reach: 87,815









Cat Levers Festival. Deg Levers Festival.



Today Show (syndicated x 34) Date: 27 August 2023 Medium: TV Total reach: 90,194



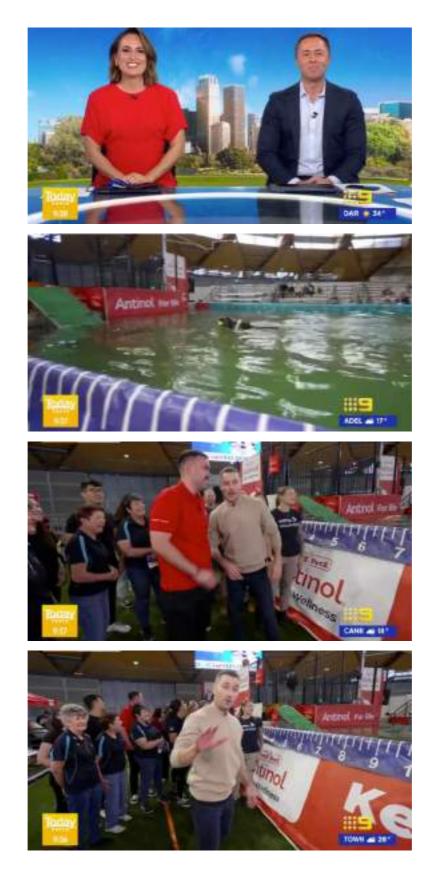








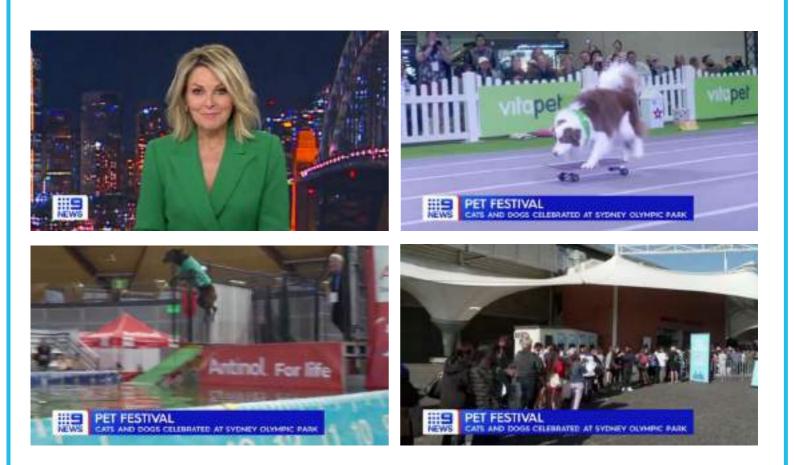
Today Show (syndicated x 34) Date: 27 August 2023 Medium: TV Total reach: 74,347



CAT LOVERS FESTIVAL. D&G LOVERS FESTIVAL.

Nine Sydney (syndicated x 4) Date: 26 August 2023 Medium: TV Total reach: 191,290





CAT LOVERS FESTIVAL

<u>Studio 10</u> (syndicated x 33) Date: 25 August 2023 Medium: TV Total reach: 33,935





CAT LOVERS FESTIVAL. DOG LOVERS FESTIVAL.

# EDITORIAL HIGHLIGHTS Daily Telegraph

The Daily Telegraph Date: 4 August 2023 Medium: Print Reach: 491,000

### Reigning cats - and dogs - or the best of friends?

#### **Elliott Stewart**

A feud as old as time seems to have added a win in the column of our feline friends with this massive cat striking fear into the heart of a tiny dog, relegating him to the couch corner.

But in reality, these two sworn enemies got on just fine.

Britling Wilson is a Maine Coote and is described by its breeders as "the biggest cat we've ever seen".

If the look on his face is anythingto go by, Pomeranian Hercules doesn't want a bar of the big cat. And breeder Liz Holmes says the cat hasn't finished growing.

"All people are shocked and taken back by how massive he is in real life! He definitely has regal lion parents. People think he is photoshopped, but he is the real deal," she said.

"Wilson is three years old but he will fully grown and mature at four years old."

But on August 26 and 27, cats and dogs will put their differences aside when the two species cross paths as the annual Dog lovers' festival links up with the first ever cat lovers festival at the Sydney showground.

Britling Wilson, the Maine Coone cat, and his tiny Pomeranian mate Hercules. Picture: Richard Dobson



C<sup>®</sup>T L<sup>®</sup>VERS FESTIVAL D<sup>®</sup>G L<sup>®</sup>VERS FESTIVAL

### EDITORIAL HIGHLIGHTS Daily Telegraph

The Daily Telegraph Date: 25 August Medium: Print Reach: 491,000

### Underdogs lead the show

#### Grace Macpherson & Elizabeth Pike

Sydney's favourite underdogs will dazzle crowds this weekend as the Dog Lovers Festival kicks off at the Sydney Showground.

Billed as one of the "greatest dogdedicated festivals in the world," the event will see beloved pets compete for canine acclaim.

Among the barking mad talent ready to go it a go are staffy-cross Pipper, the papillon Pippi and Boots the scruffy smithfield, who are not traditional showjumpers but are ready to sive it a red-hot so.

Pipper's owner Olivia Benson, the secretary of the NSW Dog Agility Club, spoke excitedly about the event and the importance of companionship.

"Agility is about more than just the dog, it is actually about the relationship created between the handler and the dog." Ms Benson said. "This is why on average it can take up to two years for a dog to be trained up to competition level."

More than 800 dogs from across 200 breeds will impress audiences with their paw-some performances.

Ms Benson revealed that the "biggest crowd-pieaser is definitely the weaves" due to the skill difficulty and "hew exciting it is to watch the dogs whip through them."

Pipper, Pippland Boots showed how good they are ahead of the real competition.



CAT LOVERS FESTIVAL DOG LOVERS FESTIVAL

# EDITORIAL HIGHLIGHTS auburnreview

#### Auburn Review Date: 18 July 2023

Date: 18 July 202 Medium: Print Reach: 45,000



tide.pr

### CAT LOVERS FESTIVAL DOG LOVERS FESTIVAL

Wentworth Courier

Date: 9 August 2023 Medium: Print Reach: 28,000

# What's on

To list your local business offer or community event, contact whatson@news.com.au

#### Attention pet lovers

The Dog Lowers Fostival will be returning to Spitney Shonground, while the Cat Lowers Fostival will be debuting meet door. Oracle out over 200 rates and popular breeds of cats or witness impressive canines in competition. Dr Natrina Warren (sentre) will provide take, demonstrations and Q&As. Details August 26-27, 9:30am, disployersfestival.com.au



#### Sweet Soul Music

ABA Hall of Famer and Aussie performar Phil Burton (above) brings his love of soul and fank masks to the utage in his new show. Sweet Soul Music, Jump on board the soul train with Phil as he takes the audence through a non-stop hit parade of classks songesuch as in The Michight Hour, Soul Man, Let's Stay Together, Doning in The Stoet, When A Man Loves A. Wort an and more.

#### Details From August 26, various locations. Tickets on sale via philburten.com.au

#### **Delfino Pizzeria offerings**

Pizza is back at The Dolphin Hotel as the team welcomes back its in-house pizzeria featuring a newly amived handcrafted Neapolitan Mesiano wood ower, and a new mercu and dough by recently appointed head pic-



zacio Sasha Smijano (eo-Bela Drutta) and executive thef Damy Corbert, Classes include double perperoni surf 8 torf, and three cheesepicza. Detaile: The Dolphin Hotel, 4/12 Grown SI, Surry Hills. delphinhotel.com.au

#### Silk, metal, wood

Musica Viva Australia has announced its upcoming national your Silk, Metal, Wood featuring French cellist Jash-Galhen Coleyna, foto grand master Satsaki Odamura anti young Australian cellst James Moriey. With a gorgetian polette of colours and testures, the trio has consided a unique sound scape unlike anything beard before Details. August 14, Tpen, City Reofta Hall, musicariva.com.au

### City2Surf lunch party

Join North Bond Fish for a post-race colebration at its seasible Linch party. Ricking off at IGam. Dis will hit the decks overlacking upon: Bond Beach spinning the freshest beats until 3pm. As the sum melts into dataness, line municians will perform from 3.30pm until 6.30pm to commence dimer. Details: August 13, from 10am. Book at northbondifish.com.au

#### Urban Wine Walk

The streets and laneways of Bondi will come alive this writer as the neighbourhood's best venues transform into an Urban Celar Door for you to visit on a self-guided wine trail. Move from venue to venue tasting delicious wines, thanks to a line-op of Australian winesultants. Details: August 19, 12-4pm, various venues. urbanwinewalk.com.au

#### Shiraz Uncorked

Visoliahra's Moncur Cellars will be hosting its annual shiraz wine tasting experience at sister versus Biston Monor, showcaving over 40 Australian producers and offering shiraz wines to try. Held over two sessions, wine enthusiants and fare of his/hooded refs can expect to taste exceptional wines from outstanding vineyards. **Details Austral 16**, 37 new and

Call expect to take exceptions when from subtanding vingerads. Details: August 14, 3-7pm and 7-9pm, Bistro Monour, 166A Queen St, Weolikahra, moncarcellars.com.au

#### 75 in Concert

The Central Synopogue in Bondi Junction will colobrate 75 years of Israel and pay tribute to decodes of involvement and communers of the community leaders, as well as the antiversary of the establishment of the State of Israel. Performing will be local talent accompanied by an 18 piece orchestra. Details: August 17, 7pm. The Central Synapogue, 15 Bon Accord Ave. Bondi Junction. humanitis.com

#### Looking for the Light

Zetland artist falph Starton will be coholoing at Frances Keevil at Studio W in Woolforemotion with hit exhibition, Looking Fer The Light. Startor's work is categorised as Abstract Expressionem but it aims to be subtle and feeling-based, ine is increased in the realisation of beauty and hopes the viewer responds to the paintings asstratically and emotionally. Details: Until August 13. Studio W. 6 Bourke St. Woolfoomooleo. franceskeevil.com.as

tide.pr

Wentworth Courier

news local

### C<sup>®</sup>T L<sup>®</sup>VERS FESTIVAL D<sup>®</sup>G L<sup>®</sup>VERS FESTIVAL

# EDITORIAL HIGHLIGHTS North Shore Times

North Shore Times (syndicated x 1) Date: 10 August 2023 Medium: Print Total reach: 113,000

# What's on

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#### Attention pet lovers

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zaiolo Sasha Smiljanic (es-Bella Brutta) and executive chef Danny Corbett Classics include double pepperoni, surf 8 baf, and three cheese pizza Details: The Dolphin Hotel, Crown St, Surry Hills. dolphinhotel.com.au tel. 412

#### Silk, metal, wood

Musica Viva Australia has announced its upcoming national tour Silk, Metal, Wood featuring French cellet Jean-Guihen Dueyras, koto grand master Sateuk Dilamura anti-young Australian cellist James Morley, With a gorgecus palette of colours and textures, the trio has created a unique soundscape un like anything heard before Details August 14, 7pm, City Recital Hall, musicaviva.com.au

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news local

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# MiNDFOOD

MiNDFOOD Date: September 2023 Medium: Print Reach: 225,000

THINK AGAIN | COMPETITIONS



CKO+1A between everyone deserves a good night is skeep in comfortable and affordable skeepweer leaturing high-quality fabrics and importing designs. Win a \$250 vol.ofter



Pugup Eleach Company's Pugulie for hist, waarable Houckel Towin Set for active kids, providing a seamless transition from water to play. There are fivile its win, value \$19,07



By on Bay Chill Co, I sweet with improvious and takes a diferrice to mode. While adoption of 10 products i soluting 3 new Bundsberg Ram BBO sauces: 4 to with visite \$60, by mitoy of facom



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Debuting in Bydney, the Call Covers Feature) pourtoes into Bydney, Showground on 21:627 August, Win 1072 family, posses worth 8:25 each and get up does an operational with 200 each.



Paul Lines follows a neuron between two childhood friends as they contempose their relationship and their contrives. In cinemas 31 Paguat, Tendooble passes to ann \$44 each.



Parytocch Informatives outputs to the second and low dominate. Their professional audio art information operative treasured witedom. Value 81:550 paraptackov/evencemental



### Observer

Observer

#### Sydney Observer Date: 1 August 2023

Date: 1 August 2023 Medium: Print Reach: 100,000



#### Kaleidoscope

What's On

Amisdorcope is a breathtaking crystal wonderland, that's sure to captivate visitors as they immerse themselves in asymphony of colours beneath the right sky. This larger-than-life rendition of a seemingly simple optical device transports you into an ever changing realm effiliations. Crafted by the creative genus behind House of Mirrers and 2000 Doors. Beith Courtney, Rafedorcope invites the daring and curious to verture into an extraorclinary realm, offering a fresh and unique space for exploration, exclamplation, and boundless dreaming.

When: Until to September When: Proverbaue Museum, Ultimo Cost: From Hig Information: Infoldsompetickel/hosterbaut.com/sydicy.

### Willoughby Symphony Orchestra: The Last Night of the Proms

Experiences the theiling Last Night of the Promis at The Concourse on 12 and 13 August. Led by constantiar Sam Weller, the Willoughby Symphony Orchestra and Chair will perform issuic pieces like Pomp and Circumstance March No.3, Jerusalem, and Role, Britanniat Bring your flags and noisemakers to join in the excitement of this unforgettable concert. Sing along to belowed chaotics and certicetral insourities. Fit the attimate musical excitation you work to art to miss.



Where 12.8 (3 August. Where: The Concourse, Concert Hall Cost: Aduk \$55; Concession \$52; Youth \$25,00 Child \$15,30. Information: stilling/docsymphony.com.au.

#### St Ives

A must for an from those w to the must e smoone who heavity of an flower form hurst to life was

flowering orchids, while the meagaide you an overything you need to grow orchids; pots, mounts, hangers, fertilisers and more...

Catriona Walloco

Where 18-50 August, gam-gam [58 and 19] and gam gam (20). Where: St Ives Showground, 450 Mona Vala Road, St Ives. Daet: Adults 40, Children under 35 free, Bus concession 86, uni mited free parking. Indecreation: Carrie Brownley. 0455 236 059, byfug at sessorch idful norm.



Sydney Cat Lovers and Dog Lovers Festivals

Get ready. Sydney: The Cat Lovers Fastival is making its grand debut on 36 and 32 August for the very first time. First halfs not all The Dog Lovers Festival is also returning to Sydney Sheagrounds with a fruch new festival look right next door, all happening on the same westernell Sydneyolders are infor an unforgettable experience as over loo dogs and adde east come together, creating a pet-lover's paradise. Prepare to be inspired, educated, and entertained at two of the world's largest pet-dedicated events. If a a weekend that's sure to leave a pase putt on your heart.

When: 36 & 37 August. Where: Sydney Ebowgrounds. Sydney Olympic Park. Cost: From 820. Briomstein: dagtorergistication.mi and catlorergistication.au

### CAT LOVERS FESTIVAL. DOG LOVERS FESTIVAL.



#### The Senior

Date: 7 August 2023 Medium: Print Reach: 247,000



Animal behaviorist Catmandoo (Robert Dollwet), who has more than 1.6 million followers on social media, will demonstrate how to train cats. Picture supplied

### Pet subjects on agenda at festivals

IT WILL be reigning cats and will showcase rare, popular dogs on August 26-27 when two pet spectaculars run next door to each other at Sydney Showground.

The Sydney Cat Lovers Festival and Sydney Dog Lovers Show feature a fine line-up of experts, talks, demonstrations, Q&As and more.

From LA, author and global rescue advocate Jackson Galaxy will discuss the benefits of home "catification".

The Pat-A-Cat Zone will allow visitors to meet and connect with variety of breeds in per event). eight purpose-built pods.

and exotic breeds, while the WHISKAS Adoption Zone will bring together shelters and future pet owners.

Bluey and sister Bingo from the animated series Bluey will headline the dog stage program with daily shows.

Trainer Luke Hura, known for his work on films such as Red Dog and Oddball, will reveal the secrets behind training dogs for the screen.

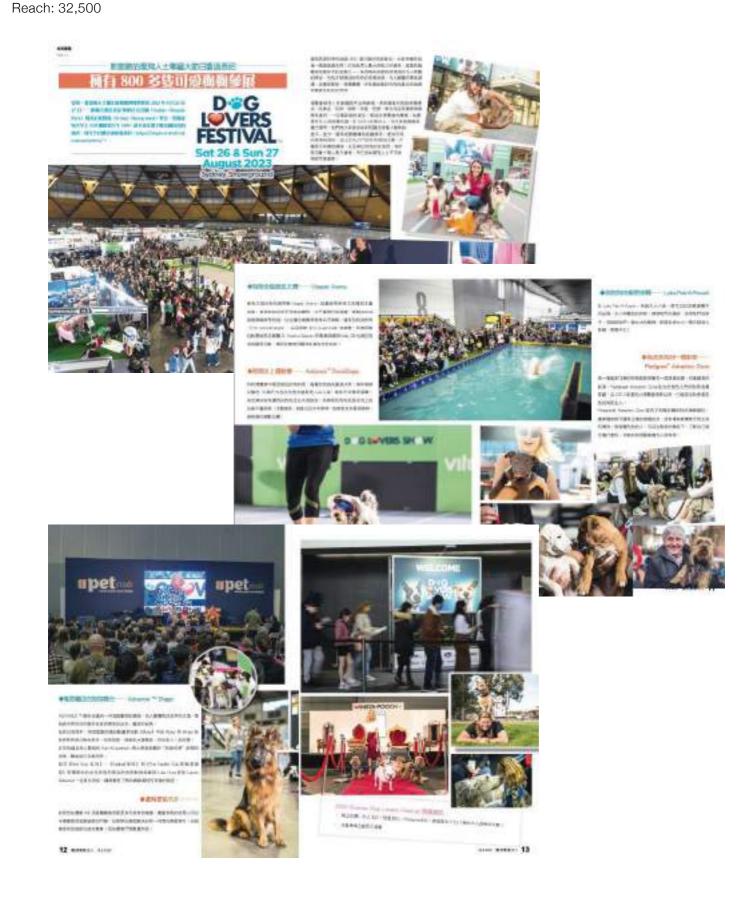
Entry is \$45/\$32 (per day,

I catloversfestival.com.au The Purrfect Match Zone II dooloversfestival com au





Australian Chinese Daily Date: 19 August 2023 Medium: Print





村田市リアー

ND Village

の場から未同王に罪ばしたトレーニング

なつかれためにジャンプする解释。 する場合からスタートに、層

Pet Education Association

Date: 22 June 2023 Medium: Print Reach: N/A



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シャーユング、爆動、そして最も希望など

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マンスタの系変のスター通ごモン

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名香業市場に変換したいます

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# 2年の見どころをご紹介します。 すうとしています。そんなフェスティバルロ

その第万を引き込すための数々のチェレン 創務局では才能自かな犬道が見まり 01-ナ(戦後期)

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した用意されています。

**Dog Lovers Festival** 爱犬家 たちのフェ スティバル開催

オーストラリアに学ぶ

インステー

な犬を育えるための最適な政府とエンタ による講道が行われ、我が子を健康で幸せ アインメントを楽しんでいただけます。 ここでは別内在数の展覧係や専門家通

ング投資すれ、損害も一体となって第しめ す、当局にはスタジアム夜と大型スクリー 四切刀リットルの堀内プールに飛び込み来 イビング」。この全国大会では、天道が特性 アンドンロロとつないのいたのであったアク・ダ バルで離る入気のあるアトラ

1 ブロガラムは成下の練りい

・ビッグエアと走り編曲び

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「ブームも相思って新たな記録が生まれ

ゆがやゆもシドニーとメルボルンで刺桐 トラリアのドラダンラバース・フェスティル ことに時止したコンセプきで、今や素容弱

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愛式家を設合し、辛しませ、雪鶴させる

年には3万人を超える夏大家が発まった 古れ志実、2011年年に納速り、2011

レーニングを使けます。

渡り、プラットフォームの暖を飲ね、フーブ 年時日起えます。

ダーテッチスのプロロボーダーコリー違い工 そしてオーストラリア言語も聞いた。リン 人気歴に絶力テリーナーウォーレン博士。 うい気利がハンドキー わたる 二字ル氏ビト スパートテームによって、ワンダードマ

SAEシリーズ企画

北上島高の犬の時害物は一えて、並しごを ・ディブ・グラバムとドロニンジャモラグ 現在確定しているアトラクションの何 DV





\*\*\* FRIELD 200000001/10+ 日本市での日 あるとなった KUCK NO STI-

A INCOME

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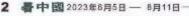
第2月20日来。 「日記書書を、友子

アールの定利用水油上に出た水洋たれた物価上のスタートラインに立つ耐越大が Spend Bintersconter-Billion-N モニンズメニュを削て自民とこもに

#### **Vision China Times** Date: 11 August 2023

Medium: Print Reach: 60,000





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### Ēī 7 日重破回 8 800隻狗狗與你見面

#### 文: 部演算

喜歡毛小孩的朋友們快看起来1 「 愛狗 始。 (DOG LOVERS FESTIVAL) 再次服務 3.01多集革由建築物気等與大 家以前主

8月26日(単調六)辛27日(単間日)+ 悉纪Shevgraund等据然全演说的人上的转 告·不值可以觀賞毛小孩們和彩的表詞, 张可以把你一步带到有限证券小商量值的知 **論**,有對於於回到家族更好地和高家內對的 花和友

我来提倡一个的「爱的俗」都有感应 2245年6月1日1日

> The ADVANCE Stage The ADVANCE State : ※由那大彩[1]

日天動向開建師・知名歐羅和活躍可愛的另 物们主读、整個周末卻將為意尼的要加入士 何你未能得一

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The ADVANCE Stage不论论的大波测器器 中,利亚是有油菜的结实——中国,总会理 国尼基(Rad Kransteice)等士斯族大学举行 場主顧為「約為转舉」的物必論來、還會 利期呈進行可助開答。

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#### Lyka Pat-A-Pooch

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C&T LOVERS FESTIVAL D G LOVERS FESTIVAL

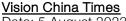
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**救了解受购简更多信息,数级货用** dogloversfestival.com.au



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看生活

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Date: 5 August 2023 Medium: Print Reach: 60,000





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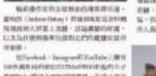
#### WHISKAS領景图

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新闻演算1 (新聞標:) 建有限的 新14B.糖人课华资证给规划的货 者第友們 总只需备迷虑的移籍。 第名·菠萝上「Votest」 第一詞・ 以除其的示式到我們的實驗干得能 0466 979 437 · 即可使调油袋 · 將們與精緻協力幸運兒,最生香辛 納中央務門間,他們將及時通常。 **这時拆型目前更多信息,数据货幣** cotioverslestival.com.au

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### C&T LOVERS FESTIVAL D G LOVERS FESTIVAL

<u>9Honey - Pets</u> Date: 24 August 2023 Medium: Online Reach: 2,900,000

### Trainer Luke Hura reveals the star qualities he looks for when finding dogs for film and TV

By Rachuel Gaves / 47 minutes ago

When Australian movie Red Dog hit cinemas in 2011 it quickly became one of the most successful local films of all time and in the process made a star out of Koko, the canine actor who played the titular character.

However the movie's <u>animal trainer</u> Luke Hura reveals to 9Honey Pets that the dog you see in the film's most popular scenes wasn't actually Koko.

"[Koko] was a dog that was a show dog that didh't really want to do a great deal. So it turned out that I encled up finding another dog called Charlie that I got from a shefter. Koko got all the glory, but it was actually Charlie who did all the action, the swimming in the water with a steak in his mouth... all the funny bits that the dog did," he says

"So I was very lucky I had Charlie with me because he pretty much made that film what it is."



Koko isn't actually in all the scenes in the film. (Roadshow Entertainment)

Hura, who started animal talent agency Paws on Film with producer Lauren Selwood, has had 35 years experience training dogs for film, TV and stage. He'll be sharing insights about training animals at the Sydney Dog and Cat Lovers Festival this weekend.



**honey** pets

Luke Hura looks for star quality and confidence when searching for a dog for stage and screen roles. (Supplied)

"So yes, I found a little terriles. It happened to be exactly the dog that they were after I did my first talevision commercial. That same day I said 'This is what I wanna do for the rest of my life."

Since then Hura has worked on productions including Oddball, Blue Heelers, McLeod's Doughters and Neighbours, as well as stage shows like The Wizord of Oz and Annie.

He says a dog doesn't have to have training to be a successful stage or screen dog as the work is very different to training a dog to be an obedient pet.

At the Sydney Dog Lovers Festival, Hura will be showing some of the main exercises he uses with dogs on film and TV sets, and if your dog can master those they would be able to do 70 to 80 per cent of screen work.

### Cat Levers Festival. Deg Levers Festival.

### inhoney | pets

<u>9Honey - Pets</u> Date: 25 August 2023 Medium: Online Reach: 2,900,000

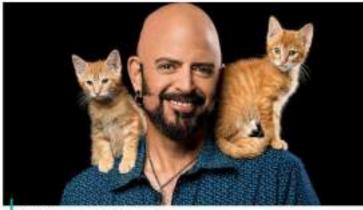
### Feline fact that still surprises 'The Cat Daddy' Jackson Galaxy after 25 years of working with cats

By Bachael Gents 1 William Age

Jackson Gelaxy's career as a cat expert started with working in a steller and fostering 30 years ago.

Now, he's got 2 million YouTube subscribers, an online store, hosts the hit show My Cat from Hell and is a New York Times bent-setting author.

The cat behaviourist will be at the <u>Systemy Cat Lovers Festival</u> like via satellite this weekend to help per owners improve our reliationship with our cats.



'The Cot Dashty' Jackson Galaxy is an experi on onto Sepalled

Before his appearance he sat down with 9Honey Pets to elecuss his experiences as a cat fosterer and ahere his top tips for communicating with our failine friends.

#### What impact has fostering cats had on your life?

Postering has absolutely helped in my work. Evelowment more about cats being with them on a device day basis, sooking at their challenges and their successes, then I ever could reading a book or wepting a vites.

On a personal level, it just makes me feel good! Being able to be a stop along the way in a cat's life, mailsing that I serve such an important role in making families whole, is something that's indescribable. And finally, it makes me feel good to know that fostering saves lives. What are the pros and cans of fostering versus owning a cet?

I think the mistake is in thinking there is an eitherior, it should now be seen as a choice - they're two different things. It's important to recognise the difference because there is a special feeling about animals that become part of your family, and there's also a special feeling about being a fester parent.

Howew that I can't possibly be the forever home for every animal that I meet – it would be irresponsible to my actual femily and make them miserable. But I know that I can belance it with foster care and do the most good that an animal lover can do.

I guess the point is that just because you learn to love an animal decard, mean the best path ferward is to become their forever home. Remember, you have value in bringing out the best in that animal so that we can help find the perfect home for them, which might not be your home, and that's OK.

READ MORE: The most useful backpack for overseas travel



### C&T LOVERS FESTIVAL D&G LOVERS FESTIVAL

### The Guardian

The Guardian Date: 14 August 2023 Medium: Online Reach: 6,400,000

### Three things with Dr Katrina Warren: 'The more dog hair in the brush, the less in every other nook and cranny'



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hildren of the 90s would know Dr Katrina. Warren as a presenter on Totally Wild, the children's animal and wildlife television show. From these, the colebrity veterinarian went on to dispense pet care advice as to bost of Harry's Practice - and was regularly joined on air by Toby, har beloved border collie.

The final episode of Rany's Practice ared in 2003, but Warret is still devoted to advocating responsible pet ownership on screens, noline and in at pet expos and events.

And while Toby "The Wunder Dog" died in 2010, Warren has a suitcase filled with his toys and other mementoes. Here, the Sydneysider tells us why she'll never part with that priceless reminder, and shares the stories behind two other important belongings.

#### What I'd save in a fire

Toby's little travel suitcase. It holds a treasure trave of memories, each a testament to my incredible journey with my beloved booler collie. Our bond was so close and his passing took a little piece of my heart with him.

Toby was raised in front of television camerus, I chose him in 1996 on a segment for Totally Wild. He became my faithful comparison on Harry's Practice, a dream job that took us across the country, meeting animal lovers from all walks of life.



Or You of Your Printing regardly to these in surf. 7 by 9 Gared, saw with 66 Diversity according to the provident of the second saw doring a photoschool.

His tiny suitcase accompanied us throughout those L4 memorable years, carrying his favourize toys, treats and any props we needed for a particular shoot. It became wern and tattered, but I could never bring myself to throw it out - it contains his cherished toy, his Channel 7 security pass, his little twendohe used to wear at events and a copy of our Wonderdog book from 3000.

My most useful object



My per hair battle is seaft My border collie Chilli has started shedding his winter coat, which means daily encounters with walting far turbleweeds in my home, hair clinging to my car's interior and un clothes untowched by him. It's a perpetual mostery how it gets there!

Enter my saviour - the slicker brush. This grooming tool is typically used on medium- to long-haired dogs to somewe loose hair from the undercost and brush out knots and tangles. It never crosses to amove me how much hair the brush estracts, yet Chills still maintains a full cost! The more bar in the brush, the less it fook its way into every nock and tranny of my life.

To all follow pet owners facing the shedding season, I take my alideer brook high and wish you the best of luck,

#### The item I most regret losing

When I moved howse several years ago, my Olympic touch went missing, and I only realised it a few weeks later. I assume it was stolen somewhere along the way.

I was blessed to work with Channel Seven in 2000 on Harry's Practice and they televised the Olympic Games. All their on air talent had the opportunity to run a leg with the torch.

It was an incredible once in a lifetime experience I will never forget. The streets were alive with cheering crowds and the energy was palpable as the teach travelled across Australia.

My tords reminded me of an extraordinary period in my life and the anity and joy that the Olympics brough: to Sydney. The city was alive and the atmosphere was electric, the weather was remific and our beautiful harbour was sparkling.

I sometimes wonder who has my touch. I can only hope they cared for it and kept its splitt allive.

 Dr Katrino Worren will be appearing at the Cat Lovern featival and Dog Lovern featival in Sydney on 26 and 27 August.



### tide.pr

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nder mittel, Child

# EDITORIAL HIGHLIGHTS Daily Telegraph

<u>The Daily Telegraph</u> (syndicated x4) Date: 28 August 2023 Medium: Online Reach: 7,549,000

### News > NSW



### Dog and Cat Lovers Festivals 2023 mega gallery: 600+ faces

Cat and dog lovers gathered at Sydney Olympic Park over the weekend to celebrate their four-legged friends. Did we capture your furry friend on camera?

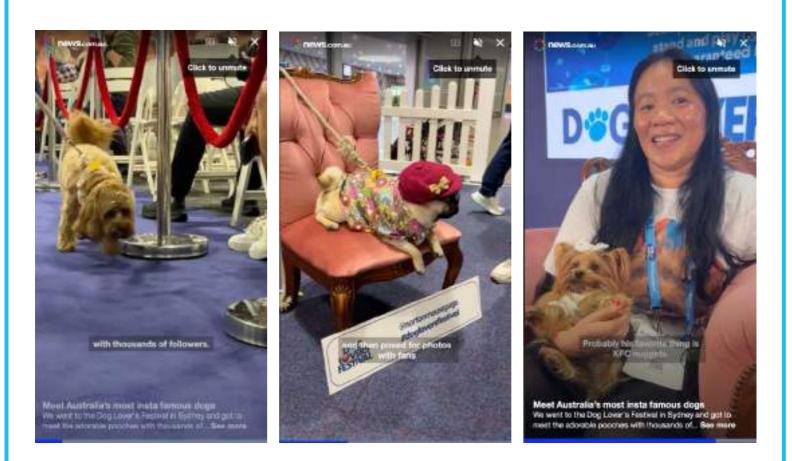
#### **Tessa Berkeley**

C test funct minness August 25, 2525 1200FH The Daily Telegraph





News.com.au Date: 5 September 2023 Medium: Online Reach: 12,360,000



# CAT LOVERS FESTIVAL

New Idea Date: 19 July 2023 Medium: Online Reach: 1,530,000

### The purfect event for dog & cat lovers now on sale

An going to be access for gettacket time ... 11; ECostem General

Australia's premier event for all things of a canine variety is returning to Melboarne, Sydney, and Bridbare over three action-packed weekends that are sure to leave you paws-itively puring.

And for the first time even, the Dog Lovers Festival will be joined by a Sydney-exclusive event - the Cat Lovers Festival, promising all the fun, freebles, and funy friends that its counterpart has to offer.

At each festival, paw-some homegrown Aussie talent will be on hand for a number of exciting showcoses, educationalitatics, and interactive events.

In Sydney, **Dr Karl Knuszelnicki** will be on hand to provide a deep diverints the science of dogs, and is set to present his findings in 'Great Moments in Dog Science - The Top-SD Things You Didn't Know About Your Pooch!'.

Dr. Karl will also be joined by leading dog trainers Luka Hura and Lauren Sellwood to teach furry fans new tricks in 'How to Train Your Dog to be in Film and TV!

Kelly Gill will also take centre stage with her 'Wonderdogs', educating audiences interested in the health and well-being of their carrine companion with her seminar: 'Essential Tips for Thriving and Surviving Puppyhood and Training Your Young Dog.'

But wait there's more!

Also in Sydney, Australia's favourite fictional pupples Bluey and Bings will be front and centre with a live, interactive stage show (perfect for kids).

There'll also be an adoption zone, breeder showcase, high-flying, high-energy, dog agility entertainment, and get a pooch area (that's where you'll find the team at New idea).

Melbourne will operate identical events during the festival (with a few exceptions) whilst the lineup for Brisbane has not yet been released.



It's hard to tell the difference between these taxal

#### How can I buy tickets to the Dog Lovers Festival and Cat Lovers Festival?

Whilst the Cat Loven Festival is co-located with the Bog Lovens Festival, separate tickets need to be purchased to attend both events.

Tickets for the Cat Lovers Festival in Sydney can be purchased here.

Tickets for the Dog Lovers Festival in Sydney can be purchased here.

Tickets for the Bog Lowers Festival in Melbourne can be purchased hern.

Tickets for the Bog Lovers Festival in Brisbaire can be purchased here.

#### When is the Dog Lovers Festival?

The Dog Lovers Pestival is touring Australia in the latter half of 2023 and the early half of 2024.

<u>Sarkintzy, 20th - Sunday, 27th August</u>, Sydney - Sydney Showground, Sydney Olympic Park

Fridey 13th - Sunday 15th October: Nelbourne - Melbourne Convention and Exhibition Centre

Saturday 98- Sunday 10th Parety Binkane - Briskan Centeention and Exhibition Centre

tide.pr

### Cat Levers Festival. Deg Levers Festival.

# **New Idea**

### EDITORIAL HIGHLIGHTS THE AUSTRALIAN<sup>®</sup>

The Australian

Date: 28 August 2023 Medium: Online Reach: 3,850,000

### Purr-chase pain as cost of living bites pet owners

#### IS-JAMES DOWLING

Pet owners are being forced to forego animal insurance, cut back on grooming and opt for cheaper food, as the rising cost of living continues to grip households and many struggle of support their furry companions.

Following a record number of pet adoptions through Covid-19 lockdowns, skyrocketing costs to support animals have come as a shock to many of the owners who attended the Sydney Cat Lovers and Dog Lovers Pestivals this week.

Attendee Danni Costa said she was only able to support her two dogs because she didn't have to look after any children.

"We don't go out as much," said Ms Costa, who came to the festival with her husband Fred. 'Our groomer doubled in price. At first the two of them were \$70, now it's closer to \$210."

Australian dog owners spent an inverage of \$4247 on their animal last year, which was almost double the inverage cost in 2019 (\$2157). A cat or dog will typically cost an owner between \$3000 to \$6000 in the first year of ownership, according to the government's MoneySmart website.

Cat and dog food prices rose by an average of L3 per cent each month throughout 2022. The RSPCAs program for subsidised pet cure for owners in dire economic



Tokey Composite the Bactheorteent Nervegion Parket Cat Pleter (4) at the Approxip Bag Grows and Cat Longer Parket notation Sydney Schwagsoulde at Bydray Olympic Park Platars, Astern Op



Mitors Groth with hits dog, Jadson (2-15 a Naspallian Makiff at the Systemy Dog Lowers and Gal Lowers Foreign heat in Spring Stranghunder at Sydawy Dryngic Park, Richard Asam Vie

circumstances grew in demand by 250 per cent across NSW between July 2022 and 2023.



Annote Lawaran was two sag Hawara (3) an risks Welt forand at the Ryskey Dag Lawen and Cal Lawar. Retaine fasts in Sporey Storegrounds at Sydney Diyners Perk, Picker: Alam Yar





Concrete Playground Sydney Date: 29 May 2023 Medium: Online

Reach: 930,000

### Sydney Dog Lovers Festival 2023

Syshey's two-day dag expansional — and in to its dedicated propey putting some



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#### B BUY TICKETS

Birds chirp, rainbows form and the sun shines a little brighter when the Syltney Dog-Linear Festival comes around. And in 2023, it's returning for another year of pats, licks and parades on the weekend of Saturday, August 26–Sunday, August 27. Once again, it'll take place at Sydney Showgrounds – and yes, the dedicated puppy cuddle zone is returning.

The Sydney Dog Lovers Festival will see thousands of dedicated pooch fans celebrating the noble four-legged monarch of human companionship. There'll be dozens of furry friends available for adoption from dozens rescue groups across NSW in the adoption zone, where you can learn up on what's actually involved with the process. Plus, DockDogs will be back, featuring a competitive long jump and high jump for talented dogs who want to flop into a pool of water. *Dogs*, amiright?



Cat Levers Festival. Deg Levers Festival.



Concrete Playground Sydney Date: 29 May 2023 Medium: Online Reach: 930,000

where work hitters streets

### Sydney Cat Lovers Festival 2023

Thu dislocered out show in returning to System for two feltrin-filled disju



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#### BUY TICKETS

Purrfect news, follow fans: everything a dapper doggo can do, a cuto cat can as well. While that's an accurate statement in general, as anyone who has ever shared their life with both a pooch and a kitty will know, it's also the thinking behind Sydsey's returning animal event. From the folks behind the Dog Lovers Festival comes the mouser equivalent: the Cal Covert Festival.

If you wear the 'crack cat person' label as a badge of honour, stop to pat every moggie you meet while you're walking down the street or spend your all of your spare time watching cat videos (or all of the above), then you'll want to block out Saturday. August 26–Sunday, August 27 in your calendar. Expect Sydney Showground to come alive with the sounds of meaves, and expect pulsy lowers to come out in force.



On the agenda; feline-focused education and celebration. Before you go thinking about adorable kittles wearing glasses and sitting at desks, or popping streamers and wearing party hats (an www.www.w), humans will be doing the learning and rejoicing. Really, what's more informative and exuberant than entering the Pat-A. Cat zone and getting dow with cats of all shapes and sizes. — and possibly taking one home with you?



# CONCRETE PLAYGROUND®

Concrete Playground Date: 21 August 2023 Medium: Online Reach: 930,000



#### The Best Things to Do in Sydney This Week

On the hurd for the best things to do in Sydney this week, now that bright and thiny weekend is behind you? Lackily, Sydney's a 'keep the ball rolling' kind of city and has heaps of events, exhibitions, theatre, film festivals and live music for you to inject a little avvescenens into your week.

Sure, use Mandey for Netflix binges. Then get out there and sink your teeth into the city. We've got you covered with the bast things to do in Sydney this week, no matter the weather, your budget an how many mates you're hanging out with (or if you're riding sola). Se, read on and start planning your next fee days right now.

Recommended reads: What's On in Spinney This Weekend

The Best Films and TV Shows to Stream This Months The Bett Syliney Date Idens For This Week



Winter Garden East Village Sydney

D BOX NON

Head to this Claringharst put's rooflop for fandua fuartains, histore decarated multiplied whe - and eclor a European impired Christmas in July.



The Glass Room

This base is a service party room has proposed up at the Doo for writer - write contrain, ways it does and a hot tob.



ARTS & CATORINA AND Sweeney Todd: The Demon Barbar of Fleet Street

The sengeral factor of Fleet Street is bitting an iconic Sydney stage this writer, and he's set to deliver all the modular tracabre thirdly you'd regard.

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#### Sydney Dog Lovers Festival 2023

Section y's take long dog anger in land + - and set is its indicated paging patting some D BUTCHTS



Sydney Cat Lovers Festival 2023 This definated cat show a returning to Soldiey for two failers dilated data. 13 INVICION



Mode Kitchen & Bat Aperitivo Two httpp://www.beet-will.have.over.deficious.china.in your hands and explain of tank machine. It he utilier.



Archibald, Wynne and Salman Prizes 2023 Les de secara of the year's prizes, they some for your factorites. D WITCH



Jukebox Bottomless at Rekodo

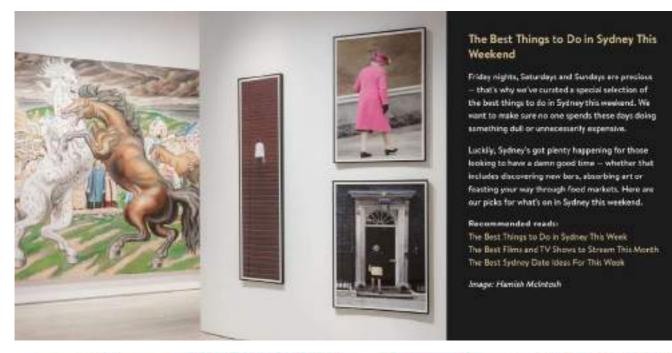
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### CONCRETE PLAYGROUND®

Concrete Playground Date: 23 August 2023 Medium: Online Reach: 930,000





The Glass Room

This knowledge private party resim has popped up at Rev Over for which is welly wellight and a hot tab.



error terretenance Sweeney Todd: The Demon Barber of Fleet

Street

The vergener barbar of Filest Street contribution as loads Sydney stage this wither, and he's list to station all the makes ineculare shrifts you'd separat.

() NUTTOORTS.



Sydney Dog Lovers Festival 2023

liveren/stree-day dop exposite back - and to is the deficated puppy particip core.

E evencesti



Sydney Cat Lovers Festival 2623 This dedicated cat show is returning to Sudney for two Falses filled days.

tide.pr

(] executi





#### Time Out Date: 6 July 2023

Medium: Online Reach: 1,470,000

#### **Sydney Dog and Cat Lovers Festival**

Things to do, Expos and conventions Sydney Showground, Sydney Olympic Park 26 Aug-27 Aug 2023



Photograph Tide PA

#### **Time Out says**

Choose your furry fighter and see hundreds of dogs and/or cats at these two fluffy festivals

It's no secret that for many of us, dogs and cats make life that liftle bit much more bearable. Whether you're more of a pooch person or a feine fan, you can probably agree that both these domestic sweeties have their very own, furry merits that deserve some serious lovin'.

If you prefer the company of pets to people (we hear you), you're going to want to make sure you head down to Sydney Showground on the weekend of August 26 and 27, 2023. Carning back for the 9th year in a row, the belowed Sydney Dog Lovers Factival will be joined by the first-ever Sydney Cat Lovers Festival, just next door. And, if you're wondoring – first not, the two won't be in the same room. That would be chaotic.

Although you can't bring your own animals along to this occassion, the Sydney Dog Lovent Festival will be bringing more than 800 pooches together in one place for a full weekend of doggy festivities. You'll see the iconic likes of Dr Karl and Bluey on stage, get to head to a Pat-a-Pooch zone for cuddles and an endorphin boost, wetch a gang of thrill seeking pups leep high in an event known only as "Extreme High Jumping Dogs", and even get to hit up a high velocit throned meet and greet with puppy celebrities. We're not quite sure how conversationally in depth the media interviews with the pocches of instagram will go, but damn, we're looking forward to finding out. You'll also get to meet dogs up for adoption, shop for pretty much everything you can imagine for your canine companion, and each tumen food from numerous food trucks.

If cats are more your thing, then listen up. The Cat Lovers Festival will be a feiline fest unlike any other, with this year's celebrations promising to bring dozens of breeds and more than 200 cats to Sydney Showground on the same weekend. You'll get to bear a whole beap of talks from famous cat experts, see a variety of rare breeds and popular breeds on show, and get some cat cuddles in designated Par A Cat pods. You can also get the chance to kick start your own cat edoption process, find your 'par fect' match with a guide to all the best breeds for you, and last (but not least), see talented cats perform tricks at the Championship Cat Show.

Tickets to the <u>Sydney Dog Festival</u> and <u>Sydney Cat Festival</u> are available to buy online now and range from \$18.50 for kids to \$105 for a family package

You may think Sydneysiders are an enflappable bunch, which generally holds true until they're presented with the prospect of pupples and/or kitters - so get in quick.



# TimeOut

Time Out Date: 21 August 2023 Medium: Online Reach: 1,470,000



Photograph: Title PS

### Things to do in Sydney this weekend

All the best ways to make the most of your Friday to Sunday



Written by Maya Skidmore

This weekend, there is so much popping off in Sydney that it's hard to know where to start.

We'll be kicking things off with a frolic through a load of pink fluffy blossoms and Japanese street food at the <u>Sydney Cherry Blossom Festival</u>. We'll also be hitting up the absolutely massive <u>Vintage</u> <u>Kilo Sale</u> (Sydney's first one yet) where you can snag a kilo of vintage threads from \$10.

We'll also be living out our best animal dreams at the epic <u>Sydney Dog and Cat Lovers Festival</u> that'll be on this weekend. We're talking hundreds of dogs and cats in one place (but separated from one another, fret not).

After that, we'll be taking a trip to <u>Atmospheric Memory</u> – an incredible new exhibition full of clouds, interactive activities and multisensory stimulations that'll take you away to new plains of floaty existence. We'll also be lighting up with technicolour glory at <u>Kaleidoscope</u>, where we'll get to walk through a rainbow optical illusion that looks set to blow our minds

On top of all that, we will be watching a <u>trippy magic show inside a pylon on the Harbour Bridge</u> (because, obviously), and then thrilling ourselves with untold gothic delights at <u>Sweeney Todd: The</u> <u>Demon Barber of Fleet Street</u> at the Opera House.

This weekend, make it count.

Cat Lovers Festival.

Urban List Sydney Date: 21 August 2023 Medium: Online Reach: 1,920,000

C&T LOVERS FESTIVAL

D&G LEVERS FESTIVAL

WHAT'S ON

#### What's On In Sydney This Week, This Month And Beyond

By Hugo Mathers and Aug 2003

Share

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URBAN



We're nearly out of the woods-winter is winding down in Sydney and the weather's already feeling a little warmer.

The latest turn of the calendar into August brings a month sweaty with World Cup fever, firing up with one-off foocie feasts, and stearning with the warmth of 800 dags up for the patting.

Check out the best things to do in Sydney this week, this month, and beyond.

#### Dog Lovers Festival AND Cat Lovers Festival

Sydney Showground, Sydney Olympic Park | Saturday 26-Sunday 27 August

One of the all-time fiercest rivalries will come to a head this month, as Sydney Showground hosts the Dag Lovers Festival and the Cat Lovers Festival. At the same time. Side by side. Expect some scratches and more than a few barks as 800 dogs and 200 cats descend on the western Sydney verue over what plans to be a heatia weekend of dog vs cat action. The cat fest will feature a showcase of hundreds of rare and popular breeds of cats, plus market stalls and a Pat-A-Cat Zone where festival-goers can meet and hang out with a bunch of new feline friends. For dog lovers, there will be competitions, doggy face painting and selfle walls, entertainment including extreme high jumping dogs, and Bluey and Bingo will be racking up for some on-stage performances. You can find tickets for the Dog Lovers Festival here. For the Cat Lovers Festival, head here instead.

# EDITORIAL HIGHLIGHTS \* SECRET SYDNEY

<u>Secret Sydney</u> Date: 20 June 2023 Medium: Online

Reach: N/A

#### A Purrfectly Adorable Cat Lovers Festival Is Coming To Sydney

Meet rare cats, shop from a cat supermarket and make new feline friends at a Pat-A-Cat Zone at the Sydney Cat Lovers Festival





Cats will finally have their day when the Sydney Cat Lovers Festival comes to town this August. It's a day dedicated to the cat obsessed with talks, demonstrations and over 200 rare and popular breeds of cats to play with. This feline-friendly event comes to town from the team behind the popular Dog Lovers Festival. Running for two days over a weekend, a number of fun adventures have been planned for cat-mad people.



#### Sydney Cat Lovers Festival

If you're a self-confessed crazy cat person, you'll want to bookmark the weekend of August 26 and 27 in your calendar. There's talks and demonstrations, plus opportunities to ask questions and an exclusive Pat-A-Cat Zone for some cuddles. There will also be opportunities for people to browse and take home a variety of cat products and accessories from a cat supermarket. Plus, check out over 200 rare and popular breeds of cats at the Trouble & Trix Breed Showcase and grab a bite to eat on-site.

If adoption is on your mind, more than **20 rescue groups** and shelters will exhibit at the 2023 Festival so you can bring home your fur-ever best friend. And if you're bringing kids along, make sure to check out **Hello Kitty Live** which will feature song and dance from Hello Kitty and her friends. It's all happening at the Sydney Showground and you can grab your tickets here.



### EDITORIAL HIGHLIGHTS MANOFMANY

#### Man of Many Date: 21 July 2021 Medium: Online Reach: 3,800,000

# Feel-Good Friday: 21 July 2023 – Fever Pitch



#### The Ultimate Animal Lovers Festival is Heading to Sydney

The Cat Lovers Festival is landing in Sydney this August 25 + 26 at Sydney Showgrounds. For the first time ever, the Cat and Dog Lovers Festivals will be running side by side all weekend long, making it even easier for pet lovers to indulge in some furry fun.

Sydneysiders will be treated to an un-fur-gettable weekend with over 800 dogs and 200 cats side by side, making it fur-ever easier to be inspired, educated and entertained at two of the largest pet-dedicated events in the world.

tide.pr

**Dog Lovers Festival** 

**Cat Lovers Festival** 



WSFM 101.7 Date: 19 July 2023 Medium: Online Reach: 240,000



By Jerna Benson Cine-tiour ago



Calling all you cool cats and kittens.

The Cat Lovers Festival is pounding into Sydney for the furm-st time ever

Cats across New South Woles will be purring, meawing, and knocking more things off tables than ever before because the first major event dedicated to educating, entertaining and inspiring felinefonatics is finally coming to Sydney Showground on Soturday 26 and Sunday 27 of August.

There's taks and demonstrations, plus apportunities to ask questions and an exclusive Pat-A-Cat Zane for some cuadles.

There will also be opportunities for people to browse and take home a variety of cat products and accessories from a cat supermarket.



New many on Anatagram

C Q L 264 likes catioversfectival

Sydney cat lovers - serve got a-mederating rewait

American cat behaviourist, 'touTuber + host of the 'My Cat from Helf'. TV' show @thecatdaddy will be LIVE via satelike from Los Angeles at the first Sydney @catloversfuetival

Best-selling author of 'Total Cat Mojo', 'Catification' & 'Catify to Satisfy' will share his 'trade' secrets & expert advice on all things failme.

Den't miss Jackson's TWO daily shows on the @whickasaustralis Stage Big Screen: 1. Maximise your cat's happiness with the perfect home environment & 2. Engaging cats in endiess bonding and play. Both talks followed by Q&Vs with the Cat Daddy himself!

Discover more + the full eventskapoustralia timetable via Linkin bio & pource on discount early-bird tokets now before they self-out

View all 19 comments

Add a comment...

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#### CAT LOVERS FESTIVAL DOG LOVERS FESTIVAL

The F Date: 9 July 2023 Medium: Online Reach: 30,000



### SYDNEY DOG LOVERS' FESTIVAL IS BACK!

Posted by James Banham on Sunday, July 9, 2023 - Leave a Comment

The Dog Lovers Festival is an annual event that takes place in Sydney, Australia, and is a must-attend for all canine enthusiasts. This festival is returning to Sydney on August 26th and 27th, 2023, with over 800 canines set to converge at the Sydney Showground.

The main aim of the festival is to educate, entertain, and inspire dog lovers, and it does this through a range of activities and events. One of the biggest highlights of the festival is the ADVANCETM Stage, where renowned speakers and performers will take to the stage. This year, the lineup includes popular Australian children's TV show characters Bluey and Bingo, as well as talks by celebrated science communicator Dr. Karl Kruszelnicki and animal trainer Luke Hura.

Another exciting feature of the festival is the Antinol® DockDogs splash zone, where impressive canines compete in various competitions. These competitions include big air, extreme vertical, and speed retrieve, and are sure to leave you in awe of these taiented dogs.

In addition to this, the VitaPet Arena will feature demonstrations from Farmer Dave Graham and his "Extreme High Jumping Dogs." as well as displays of skill and stamina by Kelly Gill, Dr. Katrina Warren, and The Wonderdogs. The Agility Dog Club of NSW will also showcase talented agility dogs, and the Frizgility sport will be featured.

But that's not all The Lyka Pat-A-Pooch Zone offers a space to interact with dogs of different breeds, including Australian Shepherds, Border Collies, German Shepherds, and Yorkshire Terriers. This zone is perfect for those who just want to cuddle up with some furry friends and enjoy their company.

Overall, the Dog Lovers Festival promises to be a weekend of fun and entertainment for all ages. So whether you're a dog owner or just love spending time with dogs, this festival is not to be missed! You can find more information about the festival on their official website at <u>dogloversfestival.com.au/sydney</u>.

#### Cat Levers Festival. Deg Levers Festival.

## EDITORIAL HIGHLIGHTS Weekend NOTES

#### Weekend Notes

Date: 7 August 2023 Medium: Online Reach: 50,000

#### Cat Lovers Festival Sydney

Posted 2023-08-07 by Nicole -+ follow

#### Sat 26 Aug 2023 - Sun 27 Aug 2023

Pumpare yournell for an extraordinary weekend at the Cat Lowers Feativet, taking place at Sydney Showground on August 26 and 27111's the first major event dedicated entirely to educating, extertaining, and inspiring all the cat anthusiasts out there. Get seady to witness a symphony of pums, means, and some expert table-clearing skills from our feirne friends!

According to Festival Founder, Jacon Humphris, the Cat Lovers Festival is a unique opportunity to includge in all things feline, it celebrates the special bond we share with our cats while providing insights to better understand and enrich their lives.



#### The WHISKAS® Stage - Where Feline Knowledge Reigns!

The WHISKAS® Stage promises to be the ultimate destination for both education and extentialisment. Renowned experts like best setting author Jackson Galaxy and beloved Aussie TV vet Dr. Rabins Warren, will share valuable insights on cat care. And don't miss the sensational CATMENTOD and his talented folino. Didga, showing us that training cats can be caster than we think!

#### Trouble & Trix Breed Showcase - A Cathering of Feline Royalty!

Prepare to be amazed at the Trouble & This Breed Showcase, boasting the largest gathering of cats in New South Wales. Around 200 cats from various rate and popular breeds, including American Curt, Ragdoll, Stamese, and Maine Cook, will grace the event. Engage in onlightening conversations with esteemed breeders and onjoy free tables at the Trouble & Trix Dreed Stage.

#### Pat-A-Cat Zone - Paws-On Experience!

For a hands-on experience, head to the Pat-A-Cat Zone. Here, you can meet, connect, and learn more about a write range of cat breeds in night purpose-built pods.

#### Kids Activities - Fun for the Little Cat Lovers!

Kids will have a blact with free feine face painting a neon glitter selfe wait, and the Hello Kitty Kids Zone. Let their creativity scar as they creft and even meet Hello Kitty in person!

tide.pr

Purfect Match Zone - Find Your Perfect Kitty Companion!





Sydney Scoop Date: 16 July 2023 Medium: Online Reach: N/A

# Amazing August What's On In Sydney

The Dog Lovers Festival AND the Cat Lovers Festival are landing in Sydney this August 25 + 26 at Sydney Showgrounds, and for the first time ever, the Cat and Dog Lovers Festivals will be running side by side all weekend long, making it even easier for pet lovers to indulge in some furry fun. Sydneysiders will be treated to an un-fur-gettable weekend with over 800 dogs and 200 cats side by side, making it fur-ever easier to be inspired, educated and entertained at two of the largest pet-dedicated events in the world. I thought your readers would be delighted by the news!

C<sup>®</sup>T L<sup>®</sup>VERS FESTIVAL D<sup>®</sup>G L<sup>®</sup>VERS FESTIVAL



<u>City Hub</u> Date: 21 August 2023 Medium: Online Reach: N/A

#### The cats are coming to town! Sydney Cat Lovers Festival

TELEVISION ALL TRADUCTION ALL TRADE ALL AND AL

Rita Bratovich AUCUST 22, 2023





The Cot Lovers Festival was a massive success in Melbourne last year, and this year it's coming to Sydney with a supur program and incredible collection of kittles.

Over 200 cats of every colour, size, shape, cost and personality will be available for you to admire, cos at, and, in some cases, pat and cuddle.



Siamese Cats - Image: Cat Lovers Festival/Facebook





Local News Plus Sydney Date: 17 July 2023 Medium: Online Reach: N/A

# Purr-fect fest for cat, dog lover



IT will be an un-fur-gettable weekend when more than 800 dogs and 200 cats – and their owners – come together at Sydney Showground next month.

The annual Dog Lovers Festival will be returning August 26-27 at Sydney Showground with an all-new festival look and for the furrr-st time, the Cat Lovers Festival will be debuting next door.

The Cat Lovers Festival will offer "everything that's cool about cats and a rare opportunity to immerse ourselves in all things feline", while the Dog Lovers Festival offers an exciting line-up, including live performances from talented canines, expert talks by celebrity vets, breed clubs, adoption groups, dedicated petting zones, all the latest and greatest dog products and services to spoil your pooch, and so much more.

Tickets: dogloversfestival.com.au or catloversfestival.com.au



# EDITORIAL HIGHLIGHTS MINDFOOD

MiNDFOOD Date: 21 July 2023 Medium: Online Reach: 1,228,287

HOME > COMPETITIONS > COMPETITIONS

#### Win tickets to the Cat Lovers Festival

By ALICIA GIUDICE | July 21, 2023



Debuting in Sydney for the first time ever, the Cat Lovers Festival pounces into Sydney Showground on August 26 + 27. Win 1 of 2 Family Passes (valued at \$125 each) and get up close and personal with over 200 cats from dozens of breeds.



# EDITORIAL HIGHLIGHTS MINDFOOD

#### **MINDFOOD**

Date: 21 July 2023 Medium: Online Reach: 1,228,287

HOME > COMPETITIONS > COMPETITIONS

#### Win tickets to the Dog Lovers Festival Sydney

By ALICIA GIUDICE | July 21, 2023



Enjoy an un-fur-gettable weekend as the new-look Dog Lovers Festival returns to Sydney with over 800 heautiful canines this August 26 ± 27 at Sydney Showground.

Win 1 of 2 Family Passes (valued at \$125 each) and attend one of the largest events in the world dedicated to our best furry friends.



# röute

En Route Date: 27 July 2023 Medium: Online Reach: N/A



Share this:

#### Best In Town: Top 10 Things To Do In August



A round up of the city's must do experiences

Fied under <u>Culture</u> Written by Referce Beater

#### WHAT TO DO IN NSW

Dog Lovers Festival and the Cat Lovers Festival are landing in Sydney this August. Happening on 25th & 26th at Sydney Showgrounds, for the first time ever, the Cat and Dog Lovers Festivals will be running side by side all weekend long, making it even easier for pet lovers to indulga in some furry fun.

More info here



Image Supplied

Cat Levers Festival. Deg Levers Festival.

Busy City Kids Date: 27 July 2023 Medium: Online Reach: N/A

#### Dog Lovers Festival and Cat Lovers Festival at the Sydney Showground

Saturday, August 26, 2023, 9:30 AM -Sunday, August 27, 2023, 5:00 PM



The Dog Lovers Festival will be returning to Sydney this August 26 + 27 at Sydney Showground with an all-new festival look, PLUS in a history first, the Cat Lovers Festival will be debuting in Sydney for the furnest time, right next door!

Opening day will fall on International Dog Day, so for all those who celebrate it's set to be an incredible day! And, if cats are more your thing, next door will be a festivus for the rest us!

Sydneysiders will be beated to an un-fur-gettable weekend with over 800 dogs and 200 cats side by side, making it fur-ever easier to be inspired, educated and entertained at two of the largest pet-dedicated events in the world.

#### SYDNEY CAT LOVERS FESTIVAL

- Dr Katrina Warren + CATMANTOO & Didga will all be on deck at the WHESKAS® Stage with 'Cat Daddy' Jackson Galaxy streaming in from LA, the ultimate education and entertainment destination with impressive talks, demonstrations, and QEA's
- Festivalgoers can check out over 200 rare and popular breeds of cats at the Trouble & Trix Breed Showcase
- Pet-A-Cat Zone will provide the opportunity to meet, connect and learn about the wonderful creatures they are in a safe and secure environment
- Championship Cat Show, Kitty Supermarket, WHISKAS® Adoption Zone + MORE



#### SYDNEY DOG LOVERS FESTIVAL

- The ADVANCE Stage will host some of Australia's top trainers and industry talent including the trainer behind Oddball and Red. Dog, Lake Hura, as well as Kelly Gill and the Wonderdogs and Dr Karl Kruszelnicki
- Blary and slatar Bings from the Australian animated series will also be on Stage with daily performances for the first time
- Visitors will be thritied by Antinold DockDogs as a team of impressive canines go head to head in Big Air, Extreme Vertical and Speed Retrieval competitions, launching themselves off a raised dock and into a 100,000-time pool.
- These looking to boost their 'feel good' hormones can head to the Lyka Pat-A Pooch Zone, where they can get up close powsonal with some friendly pooches
- VitaPet Arena with Dave Graham 'extreme high jumping dogs', InstaPooch Pink Carpet, PEDIGREE Adoption Zone = MORE



#### Cert Levers Festival. Deg Levers Festival.

### EDITORIAL HIGHLIGHTS Weekend NOTES

#### Weekend Notes

Date: 7 August 2023 Medium: Online Reach: 50,000

#### Dog Lovers Festival Sydney

Posted 2023-08-04 by Nicola + follow

#### Sat 26 Aug 2023 - Sun 27 Aug 2023

Calling all dog lovers! Are you ready to unleash your inner canine enthusiast and have a barking good time? Well, get your paws ready because the new-look Dog Lovers Ferstlyal is back in Sydney, and it's going to be a tail-wagging extravaganza! Mark your calendars for August 26 and 27, and get ready to be surrounded by over 800 beautiful canines, making it one of the largest events in the world dedicated to celebrating our furry friends.

From two performances by talented canines to expert talks by celebrity vets, this two-day fur-festival has everything to offer to make your heart melt and your tail wag. So, let's dig into what's in store for you at this exciting event!



ADVANCETM Stage - Where the Woof-tastic Action Unfolds

Prepare to be entertained, informed, and inspired at the ADVANCETM Stage, featuring some of Australia's top animal trainers, celebrity vets, and of course, our beloved Bluey and Bingo from the animated series "Bluey". With daily performances of singing, dancing, and surprises for the whole family, you'll be howing with joy.

But that's not all! Dr. Karl Kruszelnicki will take the stage to give a fascinating talk on the 'Science of Dogs.' followed by an interactive Q&A. And don't miss out on the secrets behind training dogs for the screen, shared by renowned animal trainer Luke Hura, along with Lauren Settwood.

#### Antinol@ DockDogs - Making a Big Splash!

Prepare to be amazed as talented canines go head-to-head in thriting competitions like Big Air, Extreme Vertical, and Speed Retrieval at the Antinol® DockDogs splash zone. Launching themselves off a raised dock into a zoo.ooo-litre pool, these dogs are ready to make a splash! Don't forget your raincoat. It's going to be a wet and wild experience.

VitaPet Arena - Where Dogs Reach New Heights!

Witness extreme high jumping dogs in action as Farmer Dave Graham and his crew perform jaw-dropping Dog High Jump and Kg Superwall demonstrations. The agility dogs of NSW will also showcase their talents in a choreographed performance exclusively crafted for the Dog Lovers Festival. Get ready for some high-flying fun!





<u>AU Living</u> Date: 3 August 2023 Medium: Online Reach: 300,000

#### [Free tickets] Sydney Dog Festival returns in August! 800 dogs meet you

Friends who like hairy children, take a look! DOG LOVERS FESTIVAL returns to Sydney again, and more than 800 cute pet dogs will meet you!

From August 26 (Saturday) to 27 (Sunday), Sydney Showground will ignite the enthusiasm of dog lovers in Australia. It can not only watch the wonderful performances of hairy children, but also learn more about these little cuties, which will help you better with you when you get home. The dog at home makes friends.

Let's take a look at the highlights of this year's "Dog Love Festival" that should not be missed!



会 (Photo)

#### The ADVANCE Stage

"The ADVANCE Stage" will be starred by Australia's top animal trainers, well-known veterinarians and lively and lovely dogs, which will bring joy to dog lovers in Sydney throughout the weekend.

The protagonists of the well-known Australian cartoon Bluey, Bluey, and their sister Bingo, will make their debut in the festival, bringing wonderful performances every day, including not only singing, but also dancing programs.





<u>AU Living</u> Date: 3 August 2023 Medium: Online Reach: 300,000

#### [Free tickets] Landing on the Sydney Meow Planet! Cat Day is coming in August

Are shoveling officers or cat lovers ready to accept the sweet blow? CAT LOVERS FESTIVAL will be held at Sydney Showground from August 26 (Saturday) to 27 (Sunday)!



2 (Photo)

At that time, the Olympic Park will become a lively cat planet, and beautiful cats from all over Xinzhou will gather together. What a rare opportunity to play with cats together! You can get close to dozens of breeds and about 200 cats.

So, what are the activities of this cat-themed festival? Let's listen to the editor.



# (Photo)





<u>Living in Australia</u> – VCT News (syndicated x 1) Date: 10 August 2023 Medium: WeChat Total reach: 14,358



CAT LOVERS FESTIVAL. D&G LOVERS FESTIVAL.

### EDITORIAL HIGHLIGHTS \* SECRET SYDNEY

Secret Sydney Date: 20 June 2023 Medium: eDM Reach: N/A

### \* SECRET SYDNEY

#### 600

Lucky for you, we're terrible at keeping secrets.

#### Don't miss







The National Indigenous A Purrfectly Adorable Art Fair Is Returning To The Rocks With Markets, Food And More

Cat Lovers Festival Is **Coming To Sydney** 

An Exciting New Music **Festival Will Debut At** The Art Gallery Of NSW With Solange Set To Headline

C&T LOVERS FESTIVAL D&G LEVERS FESTIVAL

### EDITORIAL HIGHLIGHTS MANOFMANY

Man of Many Date: 22 July 2023 Medium: eDM Reach: 150,000

SATURDAY 33 JULY 2038

Vew this email is your browser

### MANOFMANY



NOVES & TV What the Hollywood Strike Means for TV and Movies





Feel-Good Friday: 21 July 2023 - Fever Pitch Read More



# MiNDFOOD

#### **MINDFOOD**

Date: 1 August 2023 Medium: eDM Reach: 32,379

MiNDFOOD



Lamb and Cammelised Fennel Spaghetti Bolognese



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**Straits** the



# MiNDFOOD

#### **MINDFOOD**

Date: 10 August 2023 Medium: eDM Reach: 32,379

# MiNDFOOD



Chargeilled Chicken with Grapefruit Marmahale





Unintering



# MiNDFOOD

#### MINDFOOD

Date: 12 August 2023 Medium: eDM Reach: 32,379

# MiNDFOOD



Chur Favourite Bagels-



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Note or a construction of the second backware and taken the first the <u>productions</u>





# MiNDFOOD

tide.pr

#### **MINDFOOD**

Date: 13 August 2023 Medium: eDM Reach: 32,379

# MiNDFOOD



Roast Chicken with Jerusalem Artichokes and Rosemary Gravy





Green Apple, Yuzu Lemon Gurd & Coconut Crumble



Win tickets to the Dog Lovern Festival Sydney

#### @ f @ p •

#### McHugh Media

MittigB Media LIE 24s Williament Ave Auckland, New Zasland DBRC 56NDTOCID (0000 666 526)

Mollagh Molla Per Lui 102/4-14 Backinghan St Sarry IIIIn 2010 NEW, Autorite 1500 MIND/COD (1300 640 536)

you are receiping for small because you subarrated via <u>manifest com</u>

**Unsatueribe** 



<u>Sky News Radio</u> Date: 27 August 2023 Medium: Radio Reach: N/A







Triple M Central West (syndicated x 3) Date: 9 August 2023 Medium: Print Total reach: 57,900





Cat Levers Festival. Deg Levers Festival.



2DAY FM Date: 25 August 2023 Medium: Radio Reach: 28,000



CAT LOVERS FESTIVAL. D&G LOVERS FESTIVAL.



Eastside FM Sydney Date: 25 August 2023 Medium: Radio Reach: N/A

# **Friday Drive**

#### Fridays 4PM - 6PM

Drive Friday is Presented by Emilie Lauer and John McNamara







\*\*\*

Yahoo Lifestyle Australia Date: 2 August 2023 Medium: Facebook Reach: 400,000





PSA to all #dog lovers 😳 The #DogLoversFestival will be an un-fur-gettable weekend 🐾

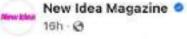
will be returning to Sydney this August 26th & 27th

Cat Levers Festival. Deg Levers Festival.



....

New Idea Date: 19 July 2023 Medium: Facebook Reach: 1,000,000



It's going to be an un-fur-gettable time ....



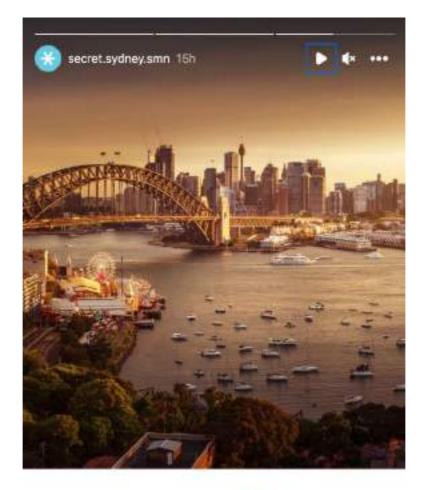
NEWIDEA.COM.AU Calling all Dog and Cat Lovers, this event is for you! Here's what you need to know ....



## EDITORIAL HIGHLIGHTS \* SECRET SYDNEY

#### Secret Sydney Date: 3 August 2023

Medium: Instagram Reach: 81,200



30 fantastic things to do in Sydney this August



Cat Levers Festival. Deg Levers Festival.

10 News First Sydney Date: 25 August 2023

Medium: Facebook Reach: 285,000





\*\*\*

Are you a dog person or a cat person?

Both the Sydney Dog Lovers Show and Sydney Cat Lovers Festival will descend on Sydney Olympic Park this weekend in what may be the most entertaining double booking of all time.

Dog and cat afficient on will be able to interact with a wide variety of booths and competitions, with both events to be held at the Sydney Showground on August 26 and 27.

But the surprising timing of both events has sparked the age-old question: do dogs or cats make the ultimate pet?

Share your favourite pictures of your furry friends in the comments.



080 283

161 comments 9 shares



Busy City Kids Date: 31 July 2023 Medium: Instagram Reach: 5,822





CAT LOVERS FESTIVAL DOG LOVERS FESTIVAL

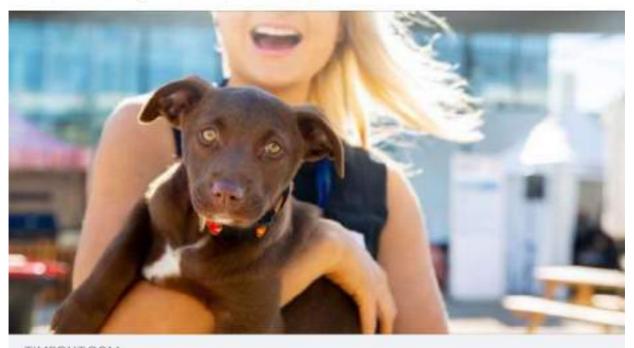
# TimeOut

Time Out Sydney Date: 26 August 2023 Medium: Facebook Reach: 260,000



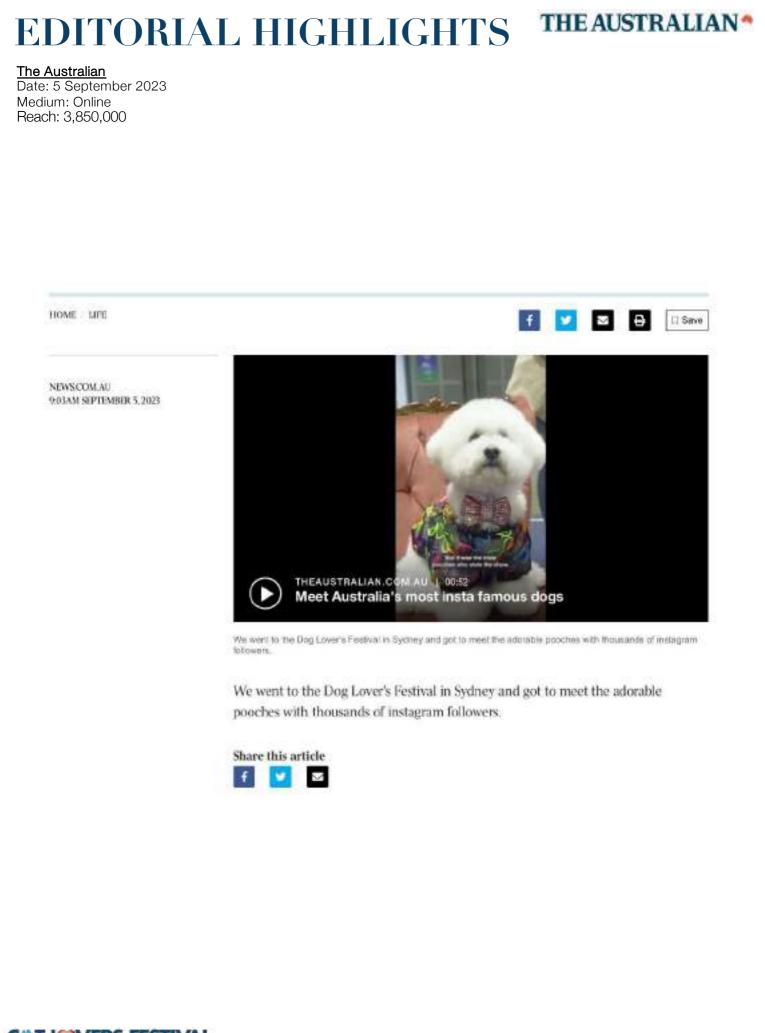
Time Out Sydney

The Cat and Dog Lovers Festival is on 🐄



TIMEOUT.COM All the best things to do in Sydney this weekend We've got you covered for the best things to do in Sydney this weekend





CAT LOVERS FESTIVAL DOG LOVERS FESTIVAL

# EDITORIAL HIGHLIGHTS \* SECRET SYDNEY

Secret Sydney Date: 21 June 2023 Medium: Instagram Reach: 81,200



Secret sydney.smn (LINK IN BIO) The Sydney Cat Lovers Festival is coming to town this winter! \*\* It's an event dedicated to the cat obsessed with talks, demonstrations and over 200 rare and popular breeds of cats to play with. # Find more info in the link in our bio.

> #sydney #sydneylocal #catloversfestival #mysecretsydney tw

CAT LOVERS FESTIVAL. D&G LOVERS FESTIVAL.

# EDITORIAL HIGHLIGHTS \* SECRET SYDNEY

Secret Sydney Date: 21 June 2023 Medium: Facebook Reach: 63,967



Secret Sydney 21 June at 16:57 · @

It's an event dedicated to the cat obsessed 55%



SECRETSYDNEY.COM A Purrfectly Adorable Cat Lovers Festival Is Coming To Sydney The Sydney Cat Lovers Festival returns to the Sydney Showground on August 26 and 27 wi...

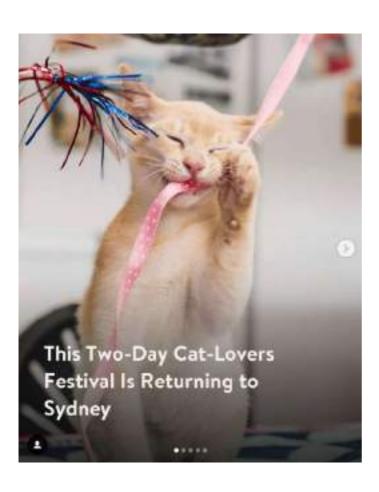


tide.pr

...

#### CONCRETE PLAYGROUND®

Concrete Playground Date: 17 June 2023 Medium: Instagram Reach: 85,900





concreteplayground Purrfect news, feline fans: this winter, for two days in August, the Sydney Cat Lovers Festival is taking over Sydney Showground. If you make friends with every moggie you meet while walking down the street or spend your all of your spare time watching cat videos, this is your dream event — and there'll even be a pat-a-cat zone.

Expect to greet more than 200 kitties, hit up a cat supermarket, listen to talks about felines and check out cat shows.

The only caveat: you can't take your own mouser. Hit the link in bio for more details.

4w

CAT LOVERS FESTIVAL. DOG LOVERS FESTIVAL.



Concrete Playground Sydney Date: 15 July 2023 Medium: Facebook Reach: 247,000



Concrete Playground Sydney O 4d - Q

Birds chirp, rainbows form and the sun shines a little brighter when the Sydney Dog Lovers Festival comes around. And this year, it's returning for another round of pats, licks and parades next month at Sydney Showgrounds.

Yes, the dedicated puppy cuddle zone is back. Get ready to make a heap of new four-legged friends.

Get the "awwww!"-inspiring details: https://playgroundne.ws/307NAFE



CAT LOVERS FESTIVAL. D&G LOVERS FESTIVAL.

#### CONCRETE PLAYGROUND®

Concrete Playground Date: 4 June 2023 Medium: Facebook Reach: 247,000



Concrete Playground Sydney 4 June at 09:00 · 🔇

Get ready for pats — Sydney's two-day dog expo is back, complete with a dedicated puppy patting zone.



CONCRETEPLAYGROUND.COM This Dog Festival Is Filling Sydney Showground with Adorable Pooches and Super-Excited Pups



35 comments 4 shares



# SUMMARY

# CAMPAIGN COVERAGE TRACKER <u>HERE</u>

CAT LOVERS FESTIVAL DOG LOVERS FESTIVAL

# **OVERVIEW OF ACTIVITY**

#### **PUBLIC RELATIONS**

- Created a comprehensive media list spanning news, pet, lifestyle, home, CALD and family interest
- Developed monthly PR calendars reflecting key focuses and seasonal dates both Festivals
- Drafted a press release on Sydney Dog Festival return, as well as the arrival of the Sydney Cat Festival with paired media alerts, and refreshed with changes and updates
- Drafted second releases for each Festival with new headlining talent and exhibitors, and refreshed with changes and updates
- Uploaded listing Sydney Cat Lovers Festival
- Created 2 x dedicated media matrices with exclusive opportunities for all key talent, with a focus on exhibitors, rescue groups and breeders
- Created 2 x media asset drives containing select high-res event imagery and video content
- Individually pitched to and followed up mid and short lead media across print, online and broadcast
- Reviewed an extensive exhibitor list to source and pitch individual stories and opportunities for both Festivals
- Managed the accreditation process for media pre-event and on-site for both Festivals
- Worked with event, venue and logistics teams to coordinate media parking and access on-site

- Facilitated multiple pre-event and on-site photo and broadcast media opportunities including 3 x photoshoots for The Daily Telegraph (online syndicated nationally under the News Corp mastheads), national weather with TODAY (included 6 x live crosses), a news package for Channel 7 News which highlighted both Festivals and a News.com.au online video news feature celebrating the InstaPooches.
- Collaborated closely with news desks and news producers to produce broadcast stories utlising VNR, resulting in a news story across Channel 9
- Developed an on-site media schedule detailing all event weekend opportunities
- Secured and managed multiple giveaways
- Created and updated a WIP document to support fortnightly meetings, including drafting minutes and actions
- Hosted fortnightly WIP meetings
- Provided comprehensive ongoing coverage updates
- Monitored and clipped coverage manually and in conjunction with a media monitoring service
- Created comprehensive end of campaign PR report and coverage tracker

#### C&T LOVERS FESTIVAL D&G LOVERS FESTIVAL

## LEARNINGS & RECCOMENDATIONS

- The arrival of the Cat Lovers Festival in Sydney contributed immensely to the excitement from media and increased coverage opportunities with the festival debut providing new content. It seems NSW is also a big cat state!
- Additionally, the news of the co-located festivals was picked up well from media, adding to the long time debate of 'cats vs dogs'. This type of content filtered into larger stories and media pick up, such as The Australian, a title not cracked before. It was fantastic to provide the CLF and co-located festival debut a great amount of consistent and quality media coverage.
- tide.pr did see some coverage still note the old 'Show' name. Being such a well-known event over the
  past years, journalists do miss name changes within their busy schedules. This is something tide.pr is very
  conscious of and does contact the journalists as soon as coverage appears for an edit.
- Having lists and access to all exhibitors, rescue group and talent is invaluable for PR opportunities. Those
  attending the show are the heart of the festival and provide incredible stories and photo/broadcast
  opportunities.
- This was demonstrated in the 3 x Daily Telegraph photoshoots that were managed, with The Daily Telegraph also coming on-site for a 600+ image event gallery.
- Working with the PPI videographer to create the VNR resulted in coverage from the Channel 9 News team.
   tide.pr strongly recommends a VNR for all upcoming festivals, especially Melbourne event with the
   Referendum landing on the same weekend.
- Working closely with the whole PPI team in organising PR opportunities provides further insight into breeder/exhibitor stories which is greatly beneficial. As the PPI team and tide.pr are working closer together, we recommend hosting a briefing in the lead up to the event around the purpose and some processes for on-site media opportunities, as well as best ways of working across the whole event weekend.



# tide.pr

# Thank you!

Stacey McArdle Managing Director

Jasmine Burford Account Director

Zoe Morley Account Manager

**Lucy Roff** Junior Account Manager