

tide.pr

SYDNEY CAT & DOG LOVERS FESTIVALS

MAY – AUG 2023

PR REPORT



tide.pr

THE RESULTS

359 x HITS

THE REACH

66,298,258

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!

1,847,800

14 x PRINT

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.



EDITORIAL HIGHLIGHTS

EDITORIAL HIGHLIGHTS



7News Sydney (syndicated x 8)

Date: 26 August 2023

Medium: TV

Total reach: 263,493



EDITORIAL HIGHLIGHTS



Today Show (syndicated x 34)

Date: 27 August 2023

Medium: TV

Total reach: 32,648



EDITORIAL HIGHLIGHTS



Today Show (syndicated x 34)

Date: 27 August 2023

Medium: TV

Total reach: 57,113



EDITORIAL HIGHLIGHTS

Today

Today Show (syndicated x 34)

Date: 27 August 2023

Medium: TV

Total reach: 78.882



EDITORIAL HIGHLIGHTS



Today Show (syndicated x 34)

Date: 27 August 2023

Medium: TV

Total reach: 87,815



EDITORIAL HIGHLIGHTS

Today

Today Show (syndicated x 34)

Date: 27 August 2023

Medium: TV

Total reach: 90,194



EDITORIAL HIGHLIGHTS



Today Show (syndicated x 34)

Date: 27 August 2023

Medium: TV

Total reach: 74,347



EDITORIAL HIGHLIGHTS



Nine Sydney (syndicated x 4)

Date: 26 August 2023

Medium: TV

Total reach: 191,290



EDITORIAL HIGHLIGHTS



Studio 10 (syndicated x 33)

Date: 25 August 2023

Medium: TV

Total reach: 33,935



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 Coon cat and is described by its breeders as "the biggest cat we've ever seen".

If the look on his face is anything to 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 Coon cat, and his tiny Pomeranian mate Hercules.
Picture: Richard Dobson



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 dog-dedicated festivals in the world," the event will see beloved pets compete for canine acclaim.

Among the barking mad talent ready to go it's a go are staffy-cross Pipper,

the papillon Pippi and Boots the scruffy smithfield, who are not traditional showjumpers but are ready to give it a red-hot go.

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-pleaser is definitely the weaves" due to the skill difficulty and "how exciting it is to watch the dogs whip through them."

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



Pipper the staffy crossbreed, Pippi the papillon and Boots the scruffy smithfield demonstrate the skills that will bear show this weekend. Photo: Richard Dobson

Auburn Review

Date: 18 July 2023

Medium: Print

Reach: 45,000



Purr-fect fest for cat, dog lover

□ Dr Katrine Warren will be wowing visitors with her Wanderdogs at the dog festival and providing advice to feline owners at the cat festival next door.



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 furr-est 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

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 Lovers Festival will be returning to Sydney Showground, while the Cat Lovers Festival will be debuting next door. Check out over 200 rare and popular breeds of cats or witness impressive canines in competition. Dr Katrina Warren (centre) will provide talks, demonstrations and Q&As.
Details: August 26-27, 9-30am.
dogloversfestival.com.au;
catloversfestival.com.au



Sweet Soul Music

ARIA Hall of Famer and Aussie performer Phil Burton (above) brings his love of soul and funk music to the stage in his new show, Sweet Soul Music. Jump on board the soul train with Phil as he takes the audience through a non-stop hit parade of classic songs such as In The Midnight Hour, Soul Man, Let's Stay Together, Dancing In The Street, When A Man Loves A Woman and more.
Details: From August 26, various locations. Tickets on sale via philburton.com.au

Delfino Pizzeria offerings

Pizza is back at The Dolphin Hotel as the team welcomes back its in-house pizzeria featuring a newly arrived handcrafted Neapolitan Masiano wood oven, and a new menu and dough by recently appointed head pi-



Details: August 19, 12-4pm, various venues. urbanwinewalk.com.au

Shiraz Uncorked

Woolahra's Mercur Cellars will be hosting its annual shiraz wine tasting experience at sister venue Bistro Mercur, showcasing over 40 Australian producers and offering shiraz wines to try. Held over two sessions, wine enthusiasts and fans of full-bodied reds can expect to taste exceptional wines from outstanding vineyards.
Details: August 14, 5-7pm and 7-9pm, Bistro Mercur, 116A Queen St, Woolahra.
mercurcellars.com.au

75 in Concert

The Central Synagogue in Bondi Junction will celebrate 75 years of Israel and pay tribute to decades of involvement and commitment of the community leaders, as well as the anniversary 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 Synagogue, 15 Bon Accord Ave, Bondi Junction.
humanity.com

zaiolo Sasha Smiljanic (ex-Bella Brutta) and executive chef Darryl Corbett. Classics include double pepperoni, surf & turf, and three cheese pizza.
Details: The Dolphin Hotel, 412 Crown St, Surry Hills.
dolphinhotel.com.au

Silk, metal, wood

Musica Viva Australia has announced its upcoming national tour Silk, Metal, Wood featuring French cellist Jean-Guillaume Quayras, lute grand master Satoshi Doiama and young Australian

cellist James Morley. With a gorgeous palette of colours and textures, the trio has created a unique soundscape unlike anything heard before.
Details: August 14, 7pm, City Recital Hall. musicaviva.com.au

City2Surf lunch party

Join North Bondi Fish for a post-race celebration at its seaside lunch party. Kicking off at 10am, DJs will hit the decks overlooking iconic Bondi Beach, spinning the freshest beats until 3pm. As the sun melts into dusk, live

musicians will perform from 3:30pm until 6:30pm to commence dinner.
Details: August 13, from 10am.
Book at northbondifish.com.au

Urban Wine Walk

The streets and laneways of Bondi will come alive this winter as the neighbourhood's best venues transform into an Urban Cellar Door for you to visit on a self-guided wine trail. Move from venue to venue tasting delicious wines, thanks to a line-up of Australian winemakers.

Looking for the Light

Zelands artist Ralph Staston will be exhibiting at Frances Keevil at Studio W in Woolloomooloo with his exhibition, Looking For The Light. Staston's work is categorised as Abstract Expressionism but it aims to be subtle and feeling-based. He is interested in the realisation of beauty and hopes the viewer responds to the paintings aesthetically and emotionally.
Details: Until August 13, Studio W, 6 Bourke St, Woolloomooloo.
franceskeevil.com.au

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

What's on

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

Attention pet lovers

The Dog Lovers Festival will be returning to Sydney Showground, while the Cat Lovers Festival will be debuting next door. Check out over 200 rare and popular breeds of cats or witness impressive canines in competition. Dr Katrina Warren (centre) will provide talks, demonstrations and Q&As.
Details: August 26-27, 9-30am.
dogloversfestival.com.au;
catloversfestival.com.au



Sweet Soul Music

ARIA Hall of Famer and Aussie performer Phil Burton (above) brings his love of soul and funk music to the stage in his new show, Sweet Soul Music. Jump on board the soul train with Phil as he takes the audience through a non-stop hit parade of classic songs such as In The Midnight Hour, Soul Man, Let's Stay Together, Dancing In The Street, When A Man Loves A Woman and more.
Details: From August 26, various locations. Tickets on sale via philburton.com.au

Delfino Pizzeria offerings

Pizza is back at The Dolphin Hotel as the team welcomes back its in-house pizzeria featuring a newly arrived handcrafted Neapolitan Masiano wood oven, and a new menu and dough by recently appointed head pi-



Details: August 19, 12-4pm, various venues. urbanwinewalk.com.au

Shiraz Uncorked

Woolahra's Mercur Cellars will be hosting its annual shiraz wine tasting experience at sister venue Bistro Mercur, showcasing over 40 Australian producers and offering shiraz wines to try. Held over two sessions, wine enthusiasts and fans of full-bodied reds can expect to taste exceptional wines from outstanding vineyards.
Details: August 14, 5-7pm and 7-9pm, Bistro Mercur, 116A Queen St, Woolahra.
mercurcellars.com.au

75 in Concert

The Central Synagogue in Bondi Junction will celebrate 75 years of Israel and pay tribute to decades of involvement and commitment of the community leaders, as well as the anniversary 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 Synagogue, 15 Bon Accord Ave, Bondi Junction.
humanity.com

zaiolo Sasha Smiljanic (ex-Bella Brutta) and executive chef Darryl Corbett. Classics include double pepperoni, surf & turf, and three cheese pizza.
Details: The Dolphin Hotel, 412 Crown St, Surry Hills.
dolphinhotel.com.au

Silk, metal, wood

Musica Viva Australia has announced its upcoming national tour Silk, Metal, Wood featuring French cellist Jean-Guillaume Quayras, lute grand master Satoshi Dojima and young Australian

cellist James Morley. With a gorgeous palette of colours and textures, the trio has created a unique soundscape unlike anything heard before.
Details: August 14, 7pm, City Recital Hall. musicaviva.com.au

City2Surf lunch party

Join North Bondi Fish for a post-race celebration at its seaside lunch party. Kicking off at 10am, DJs will hit the decks overlooking iconic Bondi Beach, spinning the freshest beats until 3pm. As the sun melts into dusk, live

musicians will perform from 3:30pm until 6:30pm to commence dinner.
Details: August 13, from 10am.
Book at northbondifish.com.au

Urban Wine Walk

The streets and laneways of Bondi will come alive this winter as the neighbourhood's best venues transform into an Urban Cellar Door for you to visit on a self-guided wine trail. Move from venue to venue tasting delicious wines, thanks to a line-up of Australian winemakers.

Looking for the Light

Zelands artist Ralph Staston will be exhibiting at Frances Keevil at Studio W in Woolloomooloo with his exhibition, Looking For The Light. Staston's work is categorised as Abstract Expressionism but it aims to be subtle and feeling-based. He is interested in the realisation of beauty and hopes the viewer responds to the paintings aesthetically and emotionally.
Details: Until August 13, Studio W, 6 Bourke St, Woolloomooloo.
franceskeevil.com.au

EDITORIAL HIGHLIGHTS

MINDFOOD
A SMART THINKING

MINDFOOD

Date: September 2023

Medium: Print

Reach: 225,000

THINK AGAIN | COMPETITIONS



CACI HA believes everyone deserves a good night's sleep in comfortable and affordable sleepwear featuring high-quality fabrics and innovative designs. Win a \$250 voucher.



Rugby Beach Company's Flip is the first wearable Hooded Travel Set for active kids, providing a seamless transition from water to play. There are five to win, value \$179.97.



Byron Bay Q10 Go's award-winning sauces and take-a-chance to make. Win a selection of 10 products including 3 new Euroberg Rambler sauces. 4 to win, value \$80. byronbayq10.com



Ferret's collection of travel bags and accessories adapt to your lifestyle, going from the plane to the boardroom, looking amazing in and out of the cockpit. Win a \$250 voucher.

PLAY & WIN

Visit mindfood.com this month to enter our daily competitions and you'll be in with a chance to win these great prizes.

FOR FULL TERMS & CONDITIONS, GO TO MINDFOOD.COM



Past Lives follows a reunion between two childhood friends as they confront pasts, their relationship and their own lives. In cinema 31 August. Ten double passes to win, \$44 each.



Unleash productivity into your desktop with Logitech POP Keyboard, Mouse in Daydream. Includes the C6E HD Webcam, with its sleek, compact design. Three vouchers of \$250 each.



Debuting in Sydney, the Cat Lovers Festival returns into Sydney Showground on 26-27 August. Win 1 of 2 family passes worth \$25 each and get up close and personal with 200 cats.



Playback interviews capture the essence of a musician's life. Their professional audio-art interviews preserve treasured wisdom. Value \$1,650. playbackinterviews.com.au

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 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 eight purpose-built pods.

The Purrfect Match Zone

will showcase rare, popular 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, per event).

■ catloversfestival.com.au

■ dogloversfestival.com.au

EDITORIAL HIGHLIGHTS

Pet Education Association

Date: 22 June 2023

Medium: Print

Reach: N/A



「Pet Education Association」の活動
 Pet Education Association (PEA) は、ペットの健康と福祉を促進するための教育プログラムを提供しています。このプログラムは、ペットの飼い主やペット自身に有益な情報を提供し、ペットの生活の質を向上させることを目的としています。

「Pet Education Association」の活動
 PEAは、ペットの健康と福祉を促進するための教育プログラムを提供しています。このプログラムは、ペットの飼い主やペット自身に有益な情報を提供し、ペットの生活の質を向上させることを目的としています。



Dog Lovers Festival



フェスティバル開催予定

- ★1日開催
8月28日(日) 12:00-18:00
- ★2日開催
9月1日(木) 10:00-18:00
- ★3日開催
9月2日(金) 10:00-18:00

お問い合わせ先
 株式会社パピーランド
support.puppyland.jp

SAEシリーズ企画
オーストラリアに学ぶ



Dog Lovers Festival
 愛犬家たちのフェスティバル開催

「オーストラリア」
 ここでは国内の動物の歴史や習性や飼育方法に関する講演が行われ、我が国を動物で豊かにするために必要な政府とエンターテインメント業界の連携が示されています。

「Pet Education Association」
 Pet Education Association (PEA) は、ペットの健康と福祉を促進するための教育プログラムを提供しています。このプログラムは、ペットの飼い主やペット自身に有益な情報を提供し、ペットの生活の質を向上させることを目的としています。

9Honey - Pets

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 [Richard Spivey](#) · 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 animal trainer 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 didn't really want to do a great deal. So it turned out that I ended up finding another dog called Charlie that I got from a shelter. 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 Sellwood, 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.



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 terrier. It happened to be exactly the dog that they were after I did my first television 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 Daughters* and *Neighbours*, as well as stage shows like *The Wizard 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.

9Honey - Pets

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 Rachel Lewis | 4 days ago

Jackson Galaxy's career as a [cat expert](#) started with working in a [shelter](#) 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 best-selling author.

The cat behaviourist will be at the [Sydney Cat Lovers Festival](#) live via satellite this weekend to help pet owners improve our relationship with our cats.



'The Cat Daddy' Jackson Galaxy is an expert on cats. (Supplied)

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

What impact has fostering cats had on your life?

Fostering has absolutely helped in my work. I've learned more about cats being with them on a day-to-day basis, looking at their challenges and their successes, than I ever could reading a book or watching a video.

On a personal level, it just makes me feel good! Being able to be a stop along the way in a cat's life, realising 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 cons of fostering versus owning a cat?

I think the mistake is in thinking there is an either/or. It should never 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 foster parent.

I know that I can't possibly be the forever home for every animal that I meet – it would be irresponsible to my actual family and make them miserable. But I know that I can balance 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 doesn't mean the best path forward 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](#)



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'



📍 To all fellow pet owners facing the shedding season, I raise my slider brush high and wish you the best of luck! | Dr Katrina Warren with her border collie Toby and her cat Chili. Photograph: Chris Pasich



📍 You'd never bring yourself to throw it out! Toby's travel case with his Channel Seven security pass and tissues and tissues and tissues and Toby with the towel case during a photoshoot

His tiny suitcase accompanied us throughout those 14 memorable years, carrying his favourite toys, treats and any props we needed for a particular shoot. It became worn and tattered, but I could never bring myself to throw it out - it contains his cherished toy, his Channel 7 security pass, his little tuxedo he used to wear at events and a copy of our Warden dog book from 2000.

Children of the 90s would know Dr Katrina Warren as a presenter on *Totally Wild*, the children's animal and wildlife television show. From there, the celebrity veterinarian went on to dispense pet care advice as co-host of *Harry's Practice* - and was regularly joined on air by Toby, her beloved border collie.

The final episode of *Harry's Practice* aired in 2003, but Warren is still devoted to advocating responsible pet ownership on screens, online and in at pet expos and events.

And while Toby "The Warden Dog" died in 2010, Warren has a suitcase filled with his toys and other mementoes. Here, the Sydney-based 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 trove of memories, each a testament to my incredible journey with my beloved border 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 cameras. I chose him in 1996 on a segment for *Totally Wild*. He became my faithful companion on *Harry's Practice*, a dream job that took us across the country, meeting animal lovers from all walks of life.

My most useful object



📍 My brush: the slider brush Warren uses to groom her border collie, Chili

My pet hair battle is real! My border collie Chili has started shedding his winter coat, which means daily encounters with waffling fur tumbleseeds in my home, hair clinging to my car's interior and on clothes untouched by him. It's a perpetual mystery how it gets there!

Enter my saviour - the slicker brush. This grooming tool is typically used on medium- to long-haired dogs to remove loose hair from the undercoat and brush out knots and tangles. It never ceases to amaze me how much hair the brush extracts, yet Chili still maintains a full coat! The more hair in the brush, the less it finds its way into every nook and cranny of my life.

To all fellow pet owners facing the shedding season, I raise my slicker brush high and wish you the best of luck.

The item I most regret losing

When I moved house several years ago, my Olympic torch 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 torch traveled across Australia.

My torch reminded me of an extraordinary period in my life and the unity and joy that the Olympics brought to Sydney. The city was alive and the atmosphere was electric; the weather was terrific and our beautiful harbour was sparkling.

I sometimes wonder who has my torch. I can only hope they cared for it and kept its spirit alive.

📍 Dr Katrina Warren will be appearing at the *Cat Lovers Festival* and *Dog Lovers Festival* in Sydney on 26 and 27 August.

The Daily Telegraph (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

© 2023 The Daily Telegraph August 28, 2023 12:07PM The Daily Telegraph

EDITORIAL HIGHLIGHTS



News.com.au

Date: 5 September 2023

Medium: Online

Reach: 12,360,000



EDITORIAL HIGHLIGHTS

New
Idea

New Idea

Date: 19 July 2023

Medium: Online

Reach: 1,530,000

The perfect event for dog & cat lovers now on sale

It's going to be an epic forgettable time... by Elizabeth Goslin

Australia's premier event for all things of a canine variety is returning to Melbourne, Sydney, and Brisbane over three action-packed weekends that are sure to leave you paws-ively purring.

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

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

In Sydney, **Dr Karl Kruszelnicki** will be on hand to provide a deep dive into the science of dogs, and is set to present his findings in 'Great Moments in Dog Science - The Top 10 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 canine 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 puppies Bluey and Bingo 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 two!

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

Whilst the Cat Lovers Festival is co-located with the Dog Lovers 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 Dog Lovers Festival in Melbourne can be purchased [here](#).

Tickets for the Dog Lovers Festival in Brisbane can be purchased [here](#).

When is the Dog Lovers Festival?

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

Saturday 26th - Sunday 27th August: Sydney - Sydney Showground, Sydney Olympic Park

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

Saturday 28th - Sunday 10th March: Brisbane - Brisbane Convention and Exhibition Centre

The Australian

Date: 28 August 2023


Medium: Online

Reach: 3,850,000

Purr-chase pain as cost of living bites pet owners

By JAMES DOWLING

8:29PM AUGUST 28, 2023

 3 COMMENTS

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 to 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 Festivals 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 \$220."

Australian dog owners spent an average of \$4247 on their animal last year, which was almost double the average 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 1.3 per cent each month throughout 2022. The RSPCA's program for subsidised pet care for owners in dire economic circumstances grew in demand by 350 per cent across NSW between July 2022 and 2023.



Tracy Comp with her Southwestern Norwegian Forest Cat Peter (4) at the Sydney Dog Lovers and Cat Lovers Festival held in Sydney Showgrounds at Sydney Olympic Park. Picture: Adam Yip



Wally Greff with his dog Jackson (2.5) a Newcastler Mastiff at the Sydney Dog Lovers and Cat Lovers Festival held in Sydney Showgrounds at Sydney Olympic Park. Picture: Adam Yip



Aravella Davidson with her dog Harold (3) an Irish Wolfhound at the Sydney Dog Lovers and Cat Lovers Festival held in Sydney Showgrounds at Sydney Olympic Park. Picture: Adam Yip

Concrete Playground Sydney

Date: 29 May 2023

Medium: Online

Reach: 930,000

Sydney Dog Lovers Festival 2023

Sydney's two-day dog expo is back — and so is its dedicated puppy jutting zone.



By Concrete Playground
29 May 2023

200 Shares

[BUY TICKETS](#)

Birds chirp, rainbows form and the sun shines a little brighter when the *Sydney Dog Lovers 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?*



Concrete Playground Sydney

Date: 29 May 2023

Medium: Online

Reach: 930,000

EVENTS WORKSHOPS LISTINGS

Sydney Cat Lovers Festival 2023

This dedicated cat show is returning to Sydney for the feline-fodder fans.



By Sarah Hill
MAY 2023

4,064
Shares

[BUY TICKETS](#)

Purrfect news, feline fans: everything a dapper doggo can do, a cute cat can do 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 Sydney's returning animal event. From the folks behind the Dog Lovers Festival comes the mouser equivalent: the [Cat Lovers Festival](#).

If you wear the 'crazy cat person' label as a badge of honour, stop to pet 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 meows, and expect pussy lovers to come out in force.



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

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



The Best Things to Do in Sydney This Week

On the hunt for the best things to do in Sydney this week, now that bright and shiny weekend is behind you? Luckily, 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 awesomeness into your week.

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

Recommended reads:

- What's On in Sydney This Weekend
- The Best Films and TV Shows to Stream This Month
- The Best Sydney Date Ideas For This Week



FOOD & DRINK
Winter Garden East Village Sydney
 Head to this Darlinghurst yard's rooftop for fender flautists, festive decor and the good wine – and enjoy a Christmas-inspired Christmas in July.

[BOOK NOW](#)



TRAVEL & ACCOMMODATION
The Glass Room
 This luxurious private party room has popped up at the Cove for winter – with cocktails, yoga studios and a hot tub.

[BOOK NOW](#)



ARTS & ENTERTAINMENT
Sweeney Todd: The Demon Barber of Fleet Street
 The musical barber of Fleet Street is hitting an iconic Sydney stage this winter, and he's set to deliver all the musical theatre thrills you'd expect.

[BUY TICKETS](#)



TRAVEL & ACCOMMODATION
Sydney Dog Lovers Festival 2023
 Sydney's two-day dog expo is back – and so is its dedicated puppy party zone.

[BUY TICKETS](#)



TRAVEL & ACCOMMODATION
Sydney Cat Lovers Festival 2023
 This dedicated cat show is returning to Sydney for two feline-filled days.

[BUY TICKETS](#)



FOOD & DRINK
Mode Kitchen & Bar Aperitivo
 Two happy hours here will have one delicious drink in your hand, and a plate of two snacks in the other.

[BUY TICKETS](#)



ARTS & ENTERTAINMENT
Archibald, Wynne and Sulman Prizes 2023
 See the winners of this year's prizes, then vote for your favourite.

[BUY TICKETS](#)



FOOD & DRINK
Jukebox Bottomless at Rekodo
 Sip and spin your way through the weekend with Japanese-inspired bites and bottomless drinks at Rekodo.

[BUY TICKETS](#)

Concrete Playground

Date: 23 August 2023

Medium: Online

Reach: 930,000



The Best Things to Do in Sydney This Weekend

Friday nights, Saturdays and Sundays are precious — that's why we've curated a special selection of the best things to do in Sydney this weekend. We want to make sure no one spends these days doing something dull or unnecessarily expensive.

Luckily, Sydney's got plenty happening for those looking to have a damn good time — whether that includes discovering new bars, absorbing art or feasting your way through food markets. Here are our picks for what's on in Sydney this weekend.

Recommended reads:

[The Best Things to Do in Sydney This Week](#)

[The Best Films and TV Shows to Stream This Month](#)

[The Best Sydney Date Ideas For This Week](#)

Image: Hannah McIntosh



TRAVEL & DINING

The Glass Room

This luxurious private party room has popped up at Pier One for winter — with cocktails, cozy sliders and a hot tub.



ARTS & ENTERTAINMENT

Sweeney Todd: The Demon Barber of Fleet Street

The vengeful barber of Fleet Street is hitting an iconic Sydney stage this winter, and he's set to deliver all the musical theatre thrills you'd expect.

[BUY TICKETS](#)



TRAVEL & DINING

Sydney Dog Lovers Festival 2023

Sydney's two-day dog expo is back — and so is its dedicated puppy-petting zone.

[BUY TICKETS](#)



TRAVEL & DINING

Sydney Cat Lovers Festival 2023

This dedicated cat show is returning to Sydney for two feline-filled days.

[BUY TICKETS](#)

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 PR

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 little bit much more bearable. Whether you're more of a pooch person or a feline 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. Coming back for the 9th year in a row, the beloved Sydney Dog Lovers Festival will be joined by the first-ever Sydney Cat Lovers Festival, just next door. And, if you're wondering – fret 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 occasion, the Sydney Dog Lovers 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, watch a gang of thrill-seeking pups leap high in an event known only as "Extreme High Jumping Dogs", and even get to hit up a lush velvet throne'd meet-and-greet with puppy celebrities. We're not quite sure how conversationally in-depth the media interviews with the pooches 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 eat human food from numerous food trucks.

If cats are more your thing, then listen up. The Cat Lovers Festival will be a feline 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 hear a whole heap of talks from famous cat experts, see a variety of rare breeds and popular breeds on show, and get some cat cuddles in designated Pat-A-Cat pads. You can also get the chance to kick start your own cat adoption process, find your 'fur-feet' 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 [Sydney Dog Festival](#) and [Sydney Cat Festival](#) 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 unflappable bunch, which generally holds true until they're presented with the prospect of puppies and/or kittens – so get in quick.

Time Out

Date: 21 August 2023

Medium: Online

Reach: 1,470,000



Photograph: Tide PR

Things to do in Sydney this weekend

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



Written by [Mays 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 [Sydney Cherry Blossom Festival](#). We'll also be hitting up the absolutely massive [Vintage Kilo Sale](#) (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 [Sydney Dog and Cat Lovers Festival](#) 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 [Atmospheric Memory](#) – 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 [Kaleidoscope](#), 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 [trippy magic show inside a pylon on the Harbour Bridge](#) (because, obviously), and then thrilling ourselves with untold gothic delights at [Sweeney Todd: The Demon Barber of Fleet Street](#) at the Opera House.

This weekend, make it count.

Urban List Sydney

Date: 21 August 2023

Medium: Online

Reach: 1,920,000

WHAT'S ON

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

By Hugo Mathers

21st Aug 2023

Share



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 foodie feasts, and steaming with the warmth of 800 dogs 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 Dog 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 venue over what plans to be a hectic 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 selfie walls, entertainment including extreme high jumping dogs, and Bluey and Bingo will be rocking up for some on-stage performances. You can find tickets for the Dog Lovers Festival [here](#). For the Cat Lovers Festival, [head here](#) instead.

Secret Sydney

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

 @LA LAWRENCE · JUNE 20, 2023



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](#).

Man of Many

Date: 21 July 2021

Medium: Online

Reach: 3,800,000

Lifestyle

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.

[Dog Lovers Festival](#)

[Cat Lovers Festival](#)

EDITORIAL HIGHLIGHTS



WSFM 101.7

Date: 19 July 2023

Medium: Online

Reach: 240,000



Calling All Cat Lovers – A Festival Dedicated To Cats Is Heading To Sydney!

By Jenna Benson
One hour ago



Calling all you cool cats and kittens.

The Cat Lovers Festival is pouncing into Sydney for the furr-st time ever!

Cats across New South Wales will be purring, meowing, and knocking more things off tables than ever before because the first major event dedicated to educating, entertaining and inspiring feline-fanatics is finally coming to Sydney Showground on Saturday 26 and Sunday 27 of August.

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.



[View more on Instagram](#)



264 likes

[catloversfestival](#)

Sydney cat lovers – we've got a-meowling news!

American cat behaviourist, YouTuber + host of the 'My Cat from Hell' TV show @thecatdaddy will be LIVE via satellite from Los Angeles at the first Sydney @catloversfestival.

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

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

Discover more + the full @whiskosaustralia timetable via [LinkedIn](#) bio & pounce on discount early-bird tickets now before they sell-out!

[View all 13 comments](#)

Add a comment...



EDITORIAL HIGHLIGHTS

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 talented 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 Frizgilly 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 dogloversfestival.com.au/sydney

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

Prepare yourself for an extraordinary weekend at the [Cat Lovers Festival](#), taking place at Sydney Showground on **August 26 and 27!** It's the first major event dedicated entirely to educating, entertaining, and inspiring all the cat enthusiasts out there. Get ready to witness a symphony of purrs, meows, and some expert table-clearing skills from our feline friends!

According to Festival Founder Jason Humphris, the Cat Lovers Festival is a unique opportunity to indulge 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 entertainment. Renowned experts, like best-selling author Jackson Galaxy and beloved Aussie TV vet Dr. Katrina Warren, will share valuable insights on cat care. And don't miss the sensational CATMANTOD and his talented feline, Didge, showing us that training cats can be easier than we think!

Trouble & Trix Breed Showcase - A Gathering of Feline Royalty!

Prepare to be amazed at the Trouble & Trix Breed Showcase, boasting the largest gathering of cats in New South Wales. Around 200 cats from various rare and popular breeds, including American Curl, Ragdoll, Siamese, and Maine Coon, will grace the event. Engage in enlightening conversations with esteemed breeders and enjoy free talks at the Trouble & Trix Breed 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 wide range of cat breeds in eight purpose-built pods.

Kids Activities - Fun for the Little Cat Lovers!

Kids will have a blast with free feline face painting, a neon glitter selfie wall, and the Hello Kitty Kids Zone. Let their creativity soar as they craft and even meet Hello Kitty in person!

Purrfect 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!

City Hub

Date: 21 August 2023

Medium: Online

Reach: N/A

The cats are coming to town! Sydney Cat Lovers Festival

ARTS & ENTERTAINMENT FESTIVALS & EVENTS SCENE SCENE WHAT'S ON

Rita Bratovich

AUGUST 22, 2023



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

Over 200 cats of every colour, size, shape, coat and personality will be available for you to admire, coo 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

Featured Story · News

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 furr-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

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.

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 beautiful 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.

En Route

Date: 27 July 2023

Medium: Online

Reach: N/A



Best In Town: Top 10 Things To Do In August

Share this:



A round up of the city's must do experiences

Filed under [Culture](#)

Written by Rebecca 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 indulge in some furry fun.

More info [here](#)



Image Supplied

EDITORIAL HIGHLIGHTS



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 furrst 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 festivity for the rest us!

Sydneysiders will be treated to an un-fur-gettable weekend with **over 800 dogs and 200 cats side by side**, making it fun-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 **WHISKAS® Stage** with **'Cat Daddy'** Jackson Galaxy streaming in from LA, the ultimate education and entertainment destination with impressive talks, demonstrations, and Q&A's
- Festivalgoers can check out over **200 rare and popular breeds of cats at the Trouble & Trix Breed Showcase**
- **Pat-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 **Qidball** and **Red Dog, Luke Hura**, as well as **Kelly Gill** and the **Wonderdogs** and **Dr Karl Kruszelnicki**
- **Blaney and sister Dingo** from the Australian animated series will also be on Stage with daily performances for the first time
- Visitors will be thrilled by **Antino® 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-litre pool.
- Those looking to boost their 'feel good' hormones can head to the **Lyka Pat-A-Pooch Zone**, where they can get up close personal with some friendly pooches
- **VitaPet Arena** with **Dave Graham** 'extreme high jumping dogs', **InstaPooch Pink Carpet**, **PEDIGREE Adoption Zone + MORE**



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 Festival](#) 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 live 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 howling 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 Huns, along with Lauren Sellwood.

Antinoti® DockDogs - Making a Big Splash!

Prepare to be amazed as talented canines go head-to-head in thrilling competitions like Big Air, Extreme Vertical, and Speed Retrieval at the Antinoti® DockDogs splash zone. Launching themselves off a raised dock into a 300,000-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 agile 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 fur!

AU Living

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!



🌸 (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.

AU Living

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)



🌟 (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)

EDITORIAL HIGHLIGHTS

Living in Australia – VCT News (syndicated x 1)

Date: 10 August 2023

Medium: WeChat

Total reach: 14,358

免费送票

悉尼爱狗节8月重磅回归
800只狗狗与你见面



喜欢毛孩子们的朋友们快看过来！
“爱狗节”（DOG LOVERS FESTIVAL）
再次重磅回归悉尼
800多只萌萌哒宠物狗将与大家见面！



8月26日（星期六）至27日（星期日），悉尼Showground将点燃全澳宠物人士的热情，不仅可以观赏毛小家伙们精彩的表演，还可以更进一步学到有关这些小家伙们的知识，有助于你回到家后更好地和你家的狗狗交朋友。

一起来看看
今年的“爱狗节”
都有哪些不容错过的亮点吧！

Secret Sydney

Date: 20 June 2023

Medium: eDM

Reach: N/A

* SECRET SYDNEY



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

Don't miss



[The National Indigenous Art Fair Is Returning To The Rocks With Markets, Food And More](#)



[A Purrfectly Adorable 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](#)

Man of Many

Date: 22 July 2023

Medium: eDM

Reach: 150,000

SATURDAY 22 JULY 2023

[View this email in your browser](#)

MANOFMANY



MOVIES & TV

What the Hollywood Strike Means for TV and Movies

[Read More](#)



LIFESTYLE

Feel-Good Friday: 21 July 2023 – Fever Pitch

[Read More](#)

EDITORIAL HIGHLIGHTS

MINDFOOD
ANIMATEWORKS

MINDFOOD

Date: 1 August 2023

Medium: eDM

Reach: 32,379

MINDFOOD



Lamb and Caramelised Fennel Spaghetti Bolognese

DON'T MISS OUT ON MINDFOOD MAGAZINE 2023 **FOR THE LATEST** DIETARY



Double Chocolate and Pecan Cookies



Win tickets to the **Cat Lovers Festival**

McHugh Media

McHugh Media Ltd
20a Williams Ave
Newland, New Zealand
0064 9 489 0000 or 0800 489 000

McHugh Media Pty Ltd
13/14 12 Brookway Drive
Burrup 2130
WA, Australia
1300 489 0000 or 2 300 489 000

You are receiving this email from us as per a request on mindfood.com

Unsubscribe

CAT LOVERS FESTIVAL
DOG LOVERS FESTIVAL

tide.pr

EDITORIAL HIGHLIGHTS

MINDFOOD
A MCGRAW HILL COMPANY

MINDFOOD

Date: 10 August 2023

Medium: eDM

Reach: 32,379

MINDFOOD



Chargilled Chicken with Grapefruit Marmalade



Rhubarb Crumble



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



McHugh Media

1700 4th Media Ltd
24/90 Kewdale Ave
Kewdale, New Zealand
+64 9 478 0000-0000 (New Zealand)

McHugh Media Pty Ltd
3024 -11 Belconnen Way
Canberra ACT 2616
1300 478 0000 (Australia)
1300 478 0000 (New Zealand)

You are receiving this email because you subscribed via www.mindfood.com

Unsubscribe

CAT LOVERS FESTIVAL
DOG LOVERS FESTIVAL

tide.pr

EDITORIAL HIGHLIGHTS

MiNDFOOD
A MCGRAW HILL COMPANY

MiNDFOOD

Date: 12 August 2023

Medium: eDM

Reach: 32,379

MiNDFOOD



Our Favourite Bagels



Gluten-Free Flourless Chocolate Orange Cake



Win tickets to the Cat Lovers Festival



McHugh Media

McHugh Media Ltd
200 W. 10th Street
Auckland, New Zealand
0800 MINDFOOD 0800 664 740

McHugh Media Pty Ltd
222-24 Southcross St
Sydney NSW 2011
AU, Australia
02 9550 0000 02 9550 2400

We are working hard to ensure you receive the **best** experience

Thank you

CAT LOVERS FESTIVAL
DOG LOVERS FESTIVAL

tide.pr

EDITORIAL HIGHLIGHTS

MiNDFOOD
AN MATTITUDE

MiNDFOOD

Date: 13 August 2023

Medium: eDM

Reach: 32,379

MiNDFOOD



Roast Chicken with Jerusalem Artichokes and Rosemary
Gravy



Green Apple, Yuzu Lemon
Curd & Coconut Crumble



Win tickets to the Dog
Lovers Festival Sydney



McHugh Media

McHugh Media Ltd
246 Williams Ave
Auckland, New Zealand
0600 94NDFOOD (0900 646 336)

McHugh Media Pty Ltd
322/4-14 Dackington St
Sydney NSW 2010
NSW, Australia
1300 94NDFOOD (1300 646 336)

You are receiving this email because you subscribed via mindfood.com

[Unsubscribe](#)

CAT LOVERS FESTIVAL
DOG LOVERS FESTIVAL

tide.pr

EDITORIAL HIGHLIGHTS

Sky News Radio

Date: 27 August 2023

Medium: Radio

Reach: N/A



EDITORIAL HIGHLIGHTS



Triple M Central West (syndicated x 3)

Date: 9 August 2023

Medium: Print

Total reach: 57,900



EDITORIAL HIGHLIGHTS



2DAY FM

Date: 25 August 2023

Medium: Radio

Reach: 28,000



EDITORIAL HIGHLIGHTS



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



EDITORIAL HIGHLIGHTS



Yahoo Lifestyle Australia

Date: 2 August 2023

Medium: Facebook

Reach: 400,000



 **Yahoo Lifestyle Australia** 2 August at 17:45 · 🌐 ⋮

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

EDITORIAL HIGHLIGHTS

**New
Idea**

New Idea

Date: 19 July 2023

Medium: Facebook

Reach: 1,000,000



New Idea Magazine • 16h • 🌐

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

Winter Collec
Bedding & Ho

CAT AND DOG SHOW

NEWIDEA.COM.AU

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

The image shows a woman in a teal jacket smiling, standing between a ginger cat on a purple pedestal and a brown and white dog. The background features a banner for 'CAT AND DOG SHOW' and a sign for 'Winter Collec Bedding & Ho'. The post includes a URL 'NEWIDEA.COM.AU', a headline 'Calling all Dog and Cat Lovers, this event is for you!', and a sub-headline 'Here's what you need to know....'. There is an information icon in the bottom right corner of the image area.

EDITORIAL HIGHLIGHTS

* SECRET SYDNEY

Secret Sydney

Date: 3 August 2023

Medium: Instagram

Reach: 81,200



EDITORIAL HIGHLIGHTS



10 News First Sydney

Date: 25 August 2023

Medium: Facebook

Reach: 285,000

10 News First Sydney •
25 August at 14:39 · 🌐

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 aficionados 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.

LET US KNOW

**Dogs or cats -
which animals make
the better pets?**

DOGS

CATS

283 161 comments · 9 shares

EDITORIAL HIGHLIGHTS

Busy City Kids

Date: 31 July 2023

Medium: Instagram

Reach: 5,822



#sydney Coming to Sydney for the first time 🐱🐱🐱🐱 @catloversfestival 26th August 🐾



EDITORIAL HIGHLIGHTS

TimeOut

Time Out Sydney

Date: 26 August 2023

Medium: Facebook

Reach: 260,000



Time Out Sydney

2 d · 🌐

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

tide.pr

The Australian

Date: 5 September 2023

Medium: Online

Reach: 3,850,000

HOME / LIFE



NEWS.COM.AU
9:03AM SEPTEMBER 5, 2023



We went to the Dog Lover's Festival in Sydney and got to meet the adorable pooches with thousands of Instagram followers.

We went to the Dog Lover's Festival in Sydney and got to meet the adorable pooches with thousands of Instagram followers.

Share this article



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 #mysecretssydney
🌐

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 🐱🐾



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...

EDITORIAL HIGHLIGHTS

**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

EDITORIAL HIGHLIGHTS

CONCRETE
PLAYGROUND®

Concrete Playground Sydney

Date: 15 July 2023

Medium: Facebook

Reach: 247,000



Concrete Playground Sydney

4d · 🌐

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/3O7NAFE>



EDITORIAL HIGHLIGHTS

**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

33

35 comments 4 shares

SUMMARY



CAMPAIGN COVERAGE TRACKER HERE

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 utilising 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

LEARNINGS & RECOMMENDATIONS

- 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.

Thank you!

Stacey McArdle
Managing Director

Jasmine Burford
Account Director

Zoe Morley
Account Manager

Lucy Roff
Junior Account Manager

