

Britain's next dog model...from Edinburgh?

✘ Calling all pampered pooches and proud dog owners – is 2013 your year? Britain's Next Dog Model is the UK's original dog photo competition where entrants battle it out to be crowned with the prestigious title! The lucky winner will receive a photo-shoot from top UK dog photographer, Nick Ridley, and will have the honour of being the face of Mikki for a year. The top three finalists will also get a hamper full to the brim with fabulous Mikki goodies.

Anyone in the UK can enter via the Mikki Facebook page (www.facebook.com/MikkiPet) by using the Britain's Next Dog Model 2013 Facebook app to submit their favourite photo of their furry friend. All you need to do is tell them a little bit about your pet and upload their photo. In 2012 nearly a thousand dogs entered the competition so 2013 is shaping up to be bigger than ever before.

Harry Scott, Brand Manager at Interpet commented:-“We're so excited that Britain's Next Dog Model is back for its third year in 2013. We think it's the best competition of its kind and this year we hope it will be bigger and better than ever! It is great fun to be a part of and we love looking through all the entries, but the underlying message to dog owners is a more serious one.”

Scott explained:- “Through this competition we are trying to highlight the importance of regular grooming – not just for outward appearance, but for health reasons too. If you regularly spend time grooming your dog you will notice health problems early, meaning they can be treated quickly and effectively.”

The competition will launch at noon on Monday 11th March 2013

and entrants will be able to submit their photos via the Facebook app from this date. The public will be able to place their votes until Tuesday 2nd April, which is the deadline both for entries and for public voting. The expert panel of judges will announce their chosen winner on Monday 8th April. This year the prestigious judging panel includes UK Groomer of the Year 2012 – Alison Rogers, as well as representatives from leading pet charity – The Blue Cross, Pet Planet and Mikki.

For more information please visit the Facebook page at www.facebook.com/MikkiPet

Now if your dog is so good looking maybe you will send us a photo of him or her and we could have our own mini competition? Just send them to us by Twitter or by email theedinburghreporter@gmail.com