

**FOR IMMEDIATE RELEASE**

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***AMERICAN KENNEL CLUB HONORS RAPID CITY KENNEL CLUB WITH A COMMUNITY ACHIEVEMENT AWARD***

***- Club Wins \$1,000 for Responsible Dog Ownership Day Efforts -***

**New York, NY** – The American Kennel Club® announced today that the Rapid City Kennel Club (RCKC) of Rapid City, S.D. has been named a recipient of the AKC® Community Achievement Awards for its dedication to promoting responsible dog ownership. RCKC received one of three awards this quarter – Susque-Nango Kennel Club of Binghamton, N.Y. and Oconee River Kennel Club, Inc (ORKC) of Watkinsville, Ga., also received acknowledgement.

The AKC Community Achievement Awards support and recognize outstanding public education and legislation efforts of AKC-affiliated clubs, AKC-recognized federations and their members. The AKC selects award recipients who promote purebred dogs and responsible dog ownership within their communities or who have successfully introduced, monitored and responded to legislative issues affecting dog ownership. For the second year, AKC dedicated the fourth quarter Community Achievement Awards to clubs who went above and beyond in their efforts to promote AKC Responsible Dog Ownership Day, an annual event created by the AKC to encourage all dog and pet-related organizations to publicly promote responsible dog ownership and help current dog owners enhance their relationships with their pets.

With a proclamation from the mayor of Rapid City proclaiming September 8, 2007 AKC Responsible Dog Ownership Day, the Rapid City Kennel Club reached out to its community and news media to spread its important message. The club took advantage of local enthusiasm by partnering with three other local not-for-profit agencies to offer more educational opportunities for participants. They hosted activities such as AKC Canine Good Citizen® testing, an “Ask the Vet” booth, microchipping, coloring contest for kids, a parade of breeds and demonstrations in obedience, agility, earthdog, flyball, water rescue, retrieving and dog sledding.

“The Rapid City Kennel Club made great use of local resources by joining with other not-for-profit organizations to help spread the responsible dog ownership message,” said Noreen Baxter, AKC’s VP of Communications. “As a result of the positive publicity, the club has seen an increase in attendance at its regular training classes enabling them to educate more families about the importance of being a responsible dog owner throughout the year. I hope that other clubs will

be inspired to follow in the Rapid City Kennel Club's footsteps and hold events in 2008."

Nominations for the AKC Community Achievement Awards are accepted year-round. Up to three honorees are named each quarter. They receive a certificate of appreciation and a \$1,000 check payable to the club or federation's public education and canine legislation efforts. To nominate a club, visit [http://www.akc.org/public\\_education/community\\_achievement.cfm](http://www.akc.org/public_education/community_achievement.cfm).

AKC dog clubs and other pet-related organizations can find out more about AKC RDO Day 2008 at <http://www.akc.org/clubs/rdod/index.cfm>

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**The American Kennel Club**, founded in 1884, is a not-for-profit organization which maintains the largest registry of purebred dogs in the world and oversees the sport of purebred dogs in the United States. The AKC is dedicated to upholding the integrity of its registry, promoting the sport of purebred dogs and breeding for type and function. Along with its nearly 5,000 licensed and member clubs and its affiliated organizations, the AKC advocates for the purebred dog as a family companion, advances canine health and well-being, works to protect the rights of all dog owners and promotes responsible dog ownership. More than 20,000 competitions for AKC-registered purebred dogs are held under AKC rules and regulations each year including conformation, agility, obedience, rally, tracking, herding, lure coursing, coonhound events, hunt tests, field and earthdog tests. Affiliate AKC organizations include the AKC Canine Health Foundation, AKC Companion Animal Recovery and the AKC Museum of the Dog. For more information, visit [www.akc.org](http://www.akc.org).

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