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December 2015

‘WORLD’S UGLIEST DOG’ CROWNED PETAHERO® PET HERO FOR CHARITABLE WORK

Mugly the dog, a previous winner of the World’s Ugliest Dog, has been crowned PetSafe® Pet Hero 2015, proving that beauty is certainly more than skin deep. PetSafe pet product expert, launched a competition to find the UK’s pet hero earlier this year and was impressed by Mugly’s dedication to helping others despite his own difficult background.

Dropped at a rescue centre when he was just three days old, 11-year-old Mugly is easily recognised due to being hairless apart from one quirky eyebrow, but it was his gentle nature and big heart which really stood out to the PetSafe brand and the judges.

Mugly regularly visits local schools as part of the Read to Dogs scheme, which encourages nervous readers to speak out loud to dogs to boost their confidence, and also takes part in initiatives to help children feel comfortable around animals. As well as this, Mugly regularly visits adults with learning difficulties and sensory loss and is a certified “Pets As Therapy” dog.

When he is not working with vulnerable adults and children, you will find Mugly raising money for numerous charities including Cinque Ports Rescue, Guide Dogs for the Blind, The Chinese Crested Club of GB Rescue and Many Tears Animal Rescue.

Owner Bev Nicholson, from Peterborough, commented: “Mugly is a sweet, calm and sensitive dog who instantly knows how to behave in various situations. He amazes me with his ability to know exactly how to be when he meets people. With a blind person he stands completely still and lets them explore him, or when someone is upset he pushes his body into them for comfort.

I could just burst with pride when a child bumps into us with their parents who are saying ‘don’t touch the dog’ and the child replies ‘oh that’s OK, that’s Mugly, he won’t hurt me, he helps me to read’.”

PetSafe spokesperson Angela Critchley said: “It was incredibly difficult for us to choose this year’s Pet Hero - we received so many great entries about pets making a fantastic difference to the lives of their owners and local community.



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“In the end it was Mugly’s story of overcoming his own differences to become a much loved local hero, who enriches the lives of so many vulnerable people that touched us the most. We think both Mugly and Bev thoroughly deserve a break after all their hard work and we look forward to hearing about Mugly’s adventures in the future”.

As a reward for scooping PetSafe Hero 2015 Mugly and owner Bev will now enjoy a stay with Sykes Pet Friendly Cottages and a year's supply of pet products, worth over £1,000.

ENDS

Editors Notes

For further information about the PetSafe Hero campaign or high resolution imagery please contact Hattrick:

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About PetSafe Brand

PetSafe global pet product expert is based in Knoxville, Tennessee, producing wellbeing, training, lifestyle and containment products. To find out more about PetSafe brand visit

www.petsafe.net or use the contact details below.

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