



## News Release

For immediate release

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### **SuperZoo's Rescue Rodeo makes over shelter pets to improve their adoptability**

*Wahl Clipper Corporation and Ryan's Pet Supplies sponsor competitive grooming contest, helping shelter dogs become more adoptable*

**STERLING, IL.** June 27, 2018 – If you're a competitive groomer able to take whatever comes your way – including dogs of varying temperament and condition – then you need to throw your skills in at SuperZoo's Rescue Rodeo.

Sponsored by Wahl Clipper Corporation and Ryan's Pet Supplies, the competition is open to all groomers willing to show their skill in every aspect of the grooming process.

"This is a perfect sponsorship for Wahl Clipper Corporation and our friends at Ryan's," says Chelsea Compton, Marketing and Communications Coordinator.

"Wahl's brand promise is to keep pets looking healthy, happy and beautiful and that is exactly what the Rescue Rodeo embodies. Professional groomers showcasing their talent by our clippers and providing the opportunity to help a dog find a forever home – that's a winning combination!"

Each participant was given a shelter dog for rescue and had two and a half hours to prep work, bathe, dry and groom. Qualified judges evaluated based on styling that suited the dog's conformation, grooming techniques, overall technical finish, handling of animals, degree of difficulty and change in overall appearance from start to finish.

In addition to a donation to the charity of choice for Rescue Rodeo winners, participants also received cash prizes ranging from \$1,000 in cash for first place to \$300 for fifth place.

The contest was open to 25 participants and nearly half of the shelter dogs were adopted. Wahl Clipper congratulates all the groomers who participated and all the new dog owners for finding their new rescue friend!

### **ABOUT WAHL® CLIPPER CORPORATION**

Now in its 99th year, Wahl Clipper Corporation is an international industry leader in the manufacturing of products for the professional beauty and barber, consumer personal care and animal grooming industries. Headquartered in Sterling, IL., Wahl currently employs over 1,500 people worldwide in Argentina, Australia, Brazil, Canada, China, England, France, Germany, Holland, Hungary, India, Italy, Japan, New Zealand, Russia, South Africa, Spain, UAE and the United States. Wahl products are available in 165 countries around the world. For more information about Wahl Clipper Corporation, contact Wahl toll-free at 800-PRO-WAHL, and visit [www.wahlanimal.com](http://www.wahlanimal.com).