



THE 142ND ANNUAL
WESTMINSTER
KENNEL CLUB DOG SHOW

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For immediate release July 18, 2017
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THE WESTMINSTER KENNEL CLUB HIRES NEW DIGITAL MEDIA MANAGER

Fancier Ms. Anna Gracie to Join WKC Staff

New York, N.Y. – The Westminster Kennel Club (WKC) welcomes its newest staff member Ms. Anna Gracie as Digital Media Manager today. Ms. Gracie, a second-generation dog breeder and exhibitor, will work with WKC Director of Communications Gail Miller Bisher and the club’s social media partner GLOW, a Manhattan-based agency. Additionally, Ms. Gracie will join the Road to Westminster team attending dog shows and visiting breeders to tape interviews for the WKC website and social media accounts.

The Digital Media Manager position is newly created to support the organization’s efforts to increase its digital footprint and social media reach. Since 2015, the Westminster Kennel Club social media platforms have increased exponentially. From Feb. 2016 to Feb. 2017 the organization’s social media impressions increased 216% for Facebook, Twitter, and Instagram combined.

“We are excited to have Anna joining the WKC family. She will be an asset to the team as we continue to uphold the traditions and values of the club while expanding our messaging through new platforms,” said Bisher.

Since she was 5-years-old Ms. Gracie attended and exhibited at dog shows with her family. A former Junior Showmanship handler, Ms. Gracie participated in the sport as a breeder-owner-handler before becoming an assistant to professional handlers. She worked for many professional handlers including Ferebe Simons, Clifford Steele, Katie Shepard, and Adam Bernardin. Her dog sport experience also includes earning numerous titles on her dogs in conformation, herding, rally, and agility.

Most recently, she worked for the American Kennel Club (AKC ®) creating social media content for the organization’s Snapchat account. She completed marketing internships at the New Jersey Theatre Alliance in West Orange and the McCarter Theatre Center in Princeton, New Jersey. Ms. Gracie is a graduate of Fairleigh Dickinson University.

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About The Westminster Kennel Club – The Westminster Kennel Club is America's oldest organization dedicated to the sport of purebred dogs. Established in 1877, Westminster's influence has been felt for more than a century through its famous all-Breed, benched dog show held every year at New York City's Madison Square Garden. Today, America's dog show has expanded into Westminster Week which includes the Masters Agility Championship at Westminster and the Masters Obedience Championship at Westminster, both held at Piers 92/94. More than 3,000 dogs from the US and abroad make Westminster Week like no other. *Westminster. There's only one.* Visit us at: www.westminsterkennelclub.org or follow [@WKCDOGS](https://twitter.com/WKCDOGS).

About the American Kennel Club - Founded in 1884, the American Kennel Club 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 more than 5,000 licensed and member clubs and its affiliated organizations, the AKC

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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 22,000 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 Humane Fund, AKC Canine Health Foundation, AKC Reunite and the AKC Museum of the Dog. For more information, visit <http://www.akc.org>.

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