



*Samples of revamped copy to align with new brand values for AKC.org:*

**AGILITY INTRODUCTION COPY BEFORE:**

## AGILITY

Even if you don't recognize it by name, you have probably seen an agility competition. Designed to demonstrate a dog's willingness to work with his handler in a variety of situations, agility is an athletic event that requires conditioning, concentration, training, and teamwork. Dogs and handlers must negotiate an obstacle course while racing against the clock. Agility is a great form of exercise for both dog and handler, and a fun way to bond. And you don't have to compete to enjoy agility. Taking an agility class offers many other benefits. But many people start the sport just for fun, only to get bitten by the agility bug and become lifelong competitors!

**AGILITY INTRODUCTION COPY AFTER:**

Imagine a look of determination on your dog's face as he runs hard, nimbly making each turn. He keeps his eyes on you while scampering through tunnels, jumping over hurdles, and beaming with pride. The crowds in the stands cheer as you move together in perfect harmony. That's the sport of Agility. It can be quite a rush – and one of the best ways to create an even deeper connection between you and your dog.

Agility is a growing dog sport in the United States, with over 1 million entries to the AKC's Agility Program each year. Dogs race against a clock as they navigate an obstacle course with strong concentration and speed. Whether you just want to have fun exercising with your dog, or want to go further and enter an Agility competition, get ready for a fast-paced, rewarding experience that will get you and your dog in the best shape of your lives!

[LEARN MORE](#)

## MAIN EVENTS COPY BEFORE:

*american kennel club*  
**EVENTS**

Dog Shows, Trials and Field Events give dogs and their owners the ability to have fun, show off their training, and experience teamwork. With more than 22,000 annual AKC events, there is an abundance of opportunities to get involved in a number of sports.

## MAIN EVENTS COPY AFTER:

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It's one of the best ways to deeply bond with your dog. It's great exercise. And it just might be one of the most personally rewarding endeavors of your life.

It's the world of canine sports and events.

Something special happens between owners and their dogs when they train for an event. As you and your dog develop the skills necessary for each sport – and then demonstrate what you've learned – you experience a sense of accomplishment like no other. With your dog beside you at each turn, you become a true team in every sense of the word.

Participating in canine sports is often not just about winning ribbons or trophies, either (although a healthy competitive spirit doesn't hurt). Most dog owners say it's the many personal rewards that keep them coming back event after event. And, we often hear that the friendships with other dog owners that are developed at these events are as important as the events themselves.

There are plenty of opportunities to get involved in sports and events, as we hold more than [22,000 events each year](#). Whether you just train for fun, or actually compete, we guarantee that you'll feel a sense of pride at seeing your dog in his "happy" place, showing off new skills and accomplishing incredible goals – together.

### Important Terms to Know

Before you get too far, it's important to understand a few key terms that often confuse newcomers but are commonly used in canine sports and events:

- Trial means "competition"
- Conformation is the official word for "dog shows"
- If you get really into canine sports, you might call yourself a "fancier."
- Competitors are called "exhibitors"

[See the full glossary here.](#)

## CONFORMATION COPY **BEFORE:**

# CONFORMATION

“Conformation” is the official name for “dog shows.” While they may seem glamorous, the true purpose of conformation showing is to evaluate breeding stock. The dog’s conformation—his overall appearance and structure—is an indication of the dog’s ability to produce quality purebred puppies, and that is what is being judged in the ring. That’s why mixed-breeds and spayed or neutered purebreds are not eligible to compete. Many times a new exhibitor will get started in dog shows by finding a mentor, usually the breeder they acquired their puppy from. Many AKC clubs also offer handling classes to teach owners how to present their purebred dog to a judge at a dog show.

## CONFORMATION COPY **AFTER:**

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The official term for dog shows is conformation — as in, the *act of conforming or producing conformity*. While a dog show may look like a beauty pageant, it’s not. Dogs are not being compared to each other; they’re being measured by how closely they *conform* to the standard of their particular breed. Why? Because the closer a dog’s appearance is to the breed’s standard, the better that dog’s ability will be to produce puppies that meet the standard. It’s also the reason why mixed breeds and spayed or neutered purebreds are ineligible to compete in conformation.

As one of the most popular AKC events, conformation events range from large [all-breed](#) shows, with over 3,000 dogs entered, to small local specialty club shows that feature only one breed.

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