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Does Your Pet Have What it Takes To Be the 2023 March Meowness Champ?
San Diego Humane Society's hosts 4th annual "mad" competition of its own during March Madness

SAN DIEGO — When March comes around these days, the NCAA's March Madness basketball tournament is not the only competition hitting the court. For the fourth year, San Diego Humane Society is hosting its *furoociously* cute March Meowness championship. **Participants enter their best pet photos, which are voted on during competitions that align with March Madness brackets. The pet whose photo receives the most votes is named the March Meowness champion.**



The public is invited to enter photos March 1-12, 2023. The top 32 photos, based on votes received by midnight on March 12, plus 32 wildcard entries selected by SDHS staff, will advance to the first round bracket with 64 pets. From there, voting is open for the Sweet 16, Elite Eight, Final Four, Final Two and then the Championship game! **Exact dates and details for each bracket can be found at sdhumane.org/contest.**

To increase their chances of winning, contestants may encourage friends and family to vote by sharing a link to their pet's entry. All contest entries and voting is free, with a limit of one vote per person per day. The winner will be announced on April 4, 2023.

Thanks to a generous sponsorship by [Petco](https://www.petco.com), this year's competition will have double the amounts in prizes and twice as many winners:

- 1st Place: \$250 Petco Gift Card
- 2nd Place: \$200 Petco Gift Card
- 3rd Place: \$150 Petco Gift Card
- 4th Place: \$100 Petco Gift Card
- 5th-8th Place: \$50 Petco Gift Card

To enter the contest or learn more details, visit sdhumane.org/contest.

Photos of March Meowness 2022's top entries can be downloaded here: <https://bit.ly/3IKfJOi>

Suggested Tweet: [@sdhumane](https://twitter.com/sdhumane) announces its fourth annual March Meowness photo contest during [@NCAA](https://twitter.com/NCAA)'s [#MarchMadness](https://twitter.com/MarchMadness) tournament. Expect champion-level cuteness, a chance to make your pet famous and win fantastic prizes! Participation is free! Sign up at sdhumane.org/contest.

About San Diego Humane Society

San Diego Humane Society's scope of social responsibility goes beyond adopting animals. We offer programs that strengthen the human-animal bond, prevent cruelty and neglect, provide medical care, educate the community and serve as a safety net for all pet families. Serving San Diego County since 1880, San Diego Humane Society has campuses in El Cajon, Escondido, Oceanside, Ramona and San Diego. For more information, please visit sdhumane.org. Follow the SDHS Media Relations department on [Twitter @sdhumane](https://twitter.com/sdhumane).