

Labradors take the lead as the celebrated breed at Goodwoof 2024

- The Labrador will be the celebrated breed at Goodwoof presented by MARS Petcare in 2024.
- Calling all Labrador owners! New for 2024, Labrador Parade to take place across the weekend.
- Tickets for the parade available to purchase [here](#).
- Goodwoof takes place Saturday 18 & Sunday 19 May. Early bird tickets are now on sale at goodwood.com

Goodwood is delighted to announce that the celebrated breed for next year's Goodwoof presented by MARS Petcare will be the **Labrador**.

Each year, Goodwoof celebrates a particular breed over the weekend and in 2024, we're looking forward to welcoming Labradors of all shapes, sizes and colours, as the breed's playful and gentle nature shines through at the event next year. Goodwoof is thrilled to be celebrating a breed close to the Estate's heart and reflect on The Duke of Richmond's fond memories of his grandfather's black Labrador Bruce.

Renowned for being one of the most popular dog breeds, the Labrador is not only recognised for being a beloved family pet but also operating as guide dogs, service dogs and working dogs. Providing a variety of activities included in the ticket price for all dogs and owners, Goodwoof offers the perfect fun-filled weekend as Labradors take the lead in Field and Trail, demonstrating their skills in The Wellness Centre presented by MARS Petcare, roaming free in our Off-Lead Area and having a splash in Fido's Lido.

In 2023 Goodwoof hosted oodles of poodles, and canine clientele and their humans can expect next year's parade to welcome – for the first time – hundreds of Labradors on both the Saturday and Sunday. Set to venture from the spectacular backdrop of Goodwood House down to The Kennels, the parade will be led by The Duke of Richmond, alongside a military marching band – and of course a pack of Labradors and their owners.

Further announcements on how the Labrador will take the lead and be celebrated at next year's event will be confirmed in the New Year. Visitors and their Labrador companions can secure their place in the Labrador Parade [here](#) and use LABRADOR50 to receive 50% off admission tickets. *Terms and conditions apply.*

The Duke of Richmond, said: *"I'm very much looking forward to the Labrador Parade at Goodwoof as we open the event for a fantastic weekend celebrating all things dog – and especially the much-loved Labrador. When I was a boy, my grandfather had a lovely black Labrador called Bruce, and seeing lots of these special dogs take the lead at Goodwoof next year is going to be splendid."*

-ENDS-

Note to Editors:

Goodwoof presented by MARS Petcare, Saturday 18 & Sunday 19 May 2024.

Labrador Parade can be booked [here](#), available both Saturday and Sunday.

Tickets

Tickets for Goodwoof are now on sale and can be purchased at [goodwood.com](https://www.goodwood.com) or by calling the Ticket Office on +44 (0) 1243 755055. Children aged 12 and under and dogs go free and a half-price Young Person's ticket is available for those aged between 13 and 21. All activities across the event are included in ticket price.

Contact

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For all other press enquiries please contact: media@goodwood.com

Imagery and news from Goodwood are available from our [Press & Media Site](#).

Stay up to date with all future announcement and on-event activation across our social channels:

[Facebook](#) | [Instagram](#) | [TikTok](#)

Media accreditation

Media accreditation for Goodwoof will open in 2024.

About Goodwoof presented by MARS Petcare

Goodwoof presented by MARS Petcare is a celebration of all that we love about dogs on the Goodwood Estate. It takes place in the fields around the James Wyatt-designed Kennels, which is now the social home of our sporting membership on Saturday 18 and Sunday 19 May 2024. The event offers a wide range of activities and demonstrations designed to delight, entertain and inform. Dog owners and their families and friends can encourage their own dog to have a go, browse our carefully hand-picked retailers, enjoy a dip in Fido's Lido, sit back with a glass of Taittinger champagne, relax in The Studio presented by Radox with a spot of sound bathing, reiki or dog yoga, or marvel at the clever kennels designed by architects from around the world as part of the Barkitecture competition.

For more information, go to www.goodwood.com/goodwoof

About MARS Petcare

MARS Petcare is a diverse and growing business with 75,000 Associates across 50+ countries dedicated to one purpose: A BETTER WORLD FOR PETS. With 75 years of experience, our portfolio of almost 50 brands serves the health and nutrition needs of the world's pets – including brands PEDIGREE®, WHISKAS®, ROYAL CANIN®, NUTRO™, GREENIES™, SHEBA® and CESAR® as well as The WALTHAM Centre for Pet Nutrition which has advanced research in the nutrition and health of pets for over 50 years. MARS Petcare is also a leading veterinary health provider through a network of over 2,000 pet hospitals including BANFIELD™, BLUEPEARL™, PET PARTNERS™, VCA™ and Linnaeus. We're also active in innovation and technology for pets, with WISDOM PANEL™ genetic health screening and DNA testing for dogs, the WHISTLE™ GPS

dog tracker, and LEAP VENTURE STUDIO accelerator and COMPANION FUND™ programs that drive innovation and disruption in the pet care industry. As a family business and guided by our principles, we are privileged with the flexibility to fight for what we believe in – and we choose to fight for: A BETTER WORLD FOR PETS.