

The latest free online service from the Kennel Club, MyKC, will give a lifetime of support to puppy seekers, dog owners and breeders, by providing exclusive access to official Kennel Club registration records through their own personalised homepage, as well as unique tools to keep information about their dogs all in one place.

Prior to its official launch, around 500 demonstrations of MyKC were delivered during Crufts recently. The feedback received was resoundingly positive and the Kennel Club is now working through suggestions put forward by the public at Crufts of what they would like to see included in the future.

MyKC will enable people to find their perfect puppy, keep a personalised online planner for the life of their dog and see its history and heritage come to life. The Kennel Club's extensive pedigree database is available to view for any registered dog, and owners can look up the registration details throughout their dog's heritage, such as the parents and siblings. Breeders can see details of their current dogs and their breeding, plus have the ability to add notes to dogs now living with their new owners, helping breeders and owners to stay in touch. MyKC will also be linked to the Kennel Club's online Mate Select service, so that health test results and important information about genetic diversity that the Kennel Club records for all registered dogs can be viewed, in order to improve dog health and awareness.

MyKC has a built-in alerts and reminders feature, which will keep busy puppy owners updated on the key stages in their dog's life, such as when training should start, and enable people to set their own reminders about veterinary appointments and other items in their doggy diaries. There is also a notes and addresses section to keep important contacts, dietary needs and weight information all in one place. It will also be linked to a database of dog friendly venues so that people can find restaurants, hotels, pubs and other public places in their area that will welcome the four legged member of their family.

Breeders, dog owners and puppy seekers were all in full support of the new MyKC system, which aims to help people buy a healthy puppy by putting them in touch with responsible breeders. It will enable puppy seekers to search for members of the Kennel Club Assured Breeder Scheme, who are the only breeders who sign up to put the health and welfare of their pups first and foremost and to allow inspections of their premises to ensure they are following scheme rules.

Denise Parker, Northern Co-ordinator of the British Chihuahua Club Rescue who has tested MyKC said: "It is absolutely fantastic - I love the system and spent far too long playing on it!

"I have already added photographs of my dogs and it's interesting that I'm allowed to see how many of my dogs which I've sold have sired litters and/or had litters, which enables you to make sure they are not being overused too. I've used the notes to track the birth weights of my recent litters of puppies and will compare it to their adult weights. All I can say is that I'm looking forward to using it a lot more."

MyKC will be formally launched by the Kennel Club shortly, and those who subscribe to the free service will also get special offers on dog products and services. There are further features for breeders, as litters can be registered online quickly and easily and members of the Kennel Club Assured Breeder Scheme will receive a 'digital badge' for their own website, enabling prospective puppy buyers to verify that they are an official member of the scheme. Assured Breeders using the service can also view their accolades and keep up to date with the latest breed specific requirements and recommendations for their breed.

Caroline Kisko, Kennel Club Secretary, said: "MyKC is something we have been planning for years and so it is fantastic to receive such great feedback from everyone.

"The service will help puppy seekers to find puppies from responsible breeders, and allow new puppy owners to enjoy life with their dog to the full. The search engine of dog friendly places and the personalised dog planner will help to ensure that your dog's social and day-to-day life are organised, and the program makes full use of the Kennel Club's extensive pedigree records and health data, so that people can see exactly where their dog came from.

"The service will also help breeders to keep a full record about the dogs that they have bred and keep details of any titles that their dogs achieve for any breed, agility or field trial activity."

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