



## Strictly Come Dancing star, Ashley Roberts, revealed as the Face of Amazon Pets 2018 guest judge

September 7, 2018

*The nationwide search to find the official (furry) face of the Amazon.co.uk Pet Supplies Store is open*

*Proud pet owners are invited to enter by posting pictures and videos of their beloved animals on Twitter, Instagram and Facebook using #AmazonPets*

*The winner will star in a photoshoot with a specialist pet photographer and receive a £1,500 Amazon Gift Card to spend on toys and treats*

**London, UK: 7th September 2018** – Current Strictly Come Dancing star and former Pussycat Doll, Ashley Roberts, strikes a 'paws' alongside horses, guinea pigs, rabbits, and birds from Mudchute Farm in London as she is revealed as the celebrity guest judge of this year's [Face of Amazon Pets competition](#).

Pet owners nationwide have until midnight on Sunday 16th September 2018 to enter by sharing their best pet picture or video on Instagram, Facebook or Twitter, stating why their pet should win and including the hashtag #AmazonPets.

Ashley, proud owner of Maltese dog, Cooper, enjoyed a day out at London's Mudchute Farm in preparation for her role on the *Face of Amazon Pets* judging panel. With Cooper currently back in Los Angeles, Ashley took some time out of her busy rehearsal schedule to deliver a special Amazon Pet Supplies store package of treats to a host of furry friends and honed her 'top dog' judging skills.

Ashley's fellow *Face of Amazon Pets* judges include some of the UK's most influential social media stars of the pet world including Rachel Oates, pet photographer and owner of [Winnny the Corgi](#), who will be joining the former *Face of Amazon Pets* winner, [Effie the Bunny](#) and her owner, Annie Swift, on the panel. The pet lucky enough to be crowned the *Face of Amazon Pets* will become the proud recipient of a 'pet-tastic' photoshoot and a £1,500 Amazon Gift Card.

"I am so excited to be a part of the search for the Face of Amazon Pets, as I absolutely love animals of all shapes and sizes!" said Strictly Come Dancing contestant, Ashley Roberts. "I miss my dog Cooper so much while I'm in the UK but my mum sends me loads of pics to keep me updated. And now as a judge I get to see pictures of even more adorable animals."

The *Face of Amazon Pets* 2018 competition, which launched on Monday 3rd September 2018 and is running until Sunday 16th September 2018, is open to dogs, cats, fish, birds, small animals (such as rabbits, hamsters and guinea pigs), horses and reptiles. The top five videos or images from each animal category with the most views, likes, and comments, along with five wildcard entries per category, will be given as a shortlist to the *Face of Amazon Pets* 2018 judging panel.

One animal will be crowned the *Face of Amazon Pets* and will receive the top prize of a £1,500 Amazon gift card and will be invited to a photo and video shoot with their winning pet. The resulting images will feature on the [Amazon.co.uk Pet Supplies store](#) this autumn. Six *Face of Amazon Pets* runners-up will be awarded a £200 Amazon Gift Card each.

"We are already so impressed by the entries we've received to date, ranging from rabbits, cats and dogs to snakes, canaries and iguanas. Ashley and her fellow judges are going to be spoilt for choice," said James Bate, Pet Supplies Director, Amazon.co.uk. "But you've got to be in it to win it so keep them coming - may the best pet win."

The Amazon.co.uk Pet Supplies Store offers a broad selection of products for dogs, cats, birds, fish & aquatic pets, horses, reptiles and amphibians, insects, small animals and farm animals. From pet food, supplements, treats and health supplies, to toys, accessories, grooming products and the latest in pet technology, there are thousands of products available in the [Pets Supplies Store](#), along with expert guides on how to keep your pets happy and healthy.

For more information on the Face of Amazon Pets 2018 competition, visit [www.amazon.co.uk/faceofamazonpets](http://www.amazon.co.uk/faceofamazonpets)

**-Ends-**

For further information, interviews, or product imagery, please contact [amazonpets@mcsaatchi.com](mailto:amazonpets@mcsaatchi.com)

### **Suggested Photo Caption:**

*Ashley Roberts paid a special visit to the furry residents of Mudchute Farm in London to announce her role as head judge of the 'Face of Amazon Pets'; a competition which will see one lucky pet awarded the top prize of a £1,500 Amazon gift card and a professional photo and video shoot. The resulting images will feature on the [Amazon.co.uk Pet Supplies store](#) this autumn. [Amazon.co.uk/faceofamazonpets](http://Amazon.co.uk/faceofamazonpets)*

### **About Amazon.co.uk**

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### **Notes to Editors**

To enter, pet owners must submit images/videos of their dogs, cats, fish, birds, small animals (e.g. rabbits, hamsters), horses and reptiles to the Amazon.co.uk Facebook wall, or via Twitter or Instagram using the hashtag #AmazonPets and say why they think their pet should win.

The competition opens on Monday 3rd September 2018 and closes on Sunday 16th September 2018.

The top five videos and/or imagery from each animal category with the most views, likes and comments, along with five wildcard entries per category will be given as a shortlist to the judging panel.

One animal will be crowned the Face of Amazon Pets and will receive the top prize of a £1,500 Amazon Gift Card as well as starring in a photoshoot with specialist animal photographer, Rachel Oates. Six Face of Amazon Pets runners-up will be awarded a £200 Amazon Gift Card each.

For more information on the Face of Amazon Pets competition, visit [www.amazon.co.uk/faceofamazonpets](http://www.amazon.co.uk/faceofamazonpets)

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