

Press Release

December 2010

FIDO Awards at Central London Hotel, The Athenaeum



A Celebration Of Stand Out Pooch Performances

This weekend the athenaeum hotel hosted the FIDO awards (For Incredible Dogs On Screen) – an awards ceremony in celebration of show-stopping dogs who have been lighting up our TV screens in some of the best feature films of 2010.

An elite guest list of proud dog owners and VIP's of the canine variety gathered at the dog-friendly, five star athenaeum in Mayfair to hear the nominations for the fourth annual FIDO awards in front of a panel of top jury film journalists. The final winners will be announced at an awards ceremony next year in Cannes.

Some of the celebrity-dogs stars present included Blue, the boxer who had a starring role in this year's smash hit Tamara Drewe, featuring Gemma Arteton and Dominic Cooper. Blue made himself at home at the athenaeum in the Winter Wonderland Playroom wearing his own pair of antlers!

Some examples for the awards up for grabs included comedy canine, a mutt moment and the romcom rover. The judges, pictured below, included Kaleem

Aftab, The Independent, Sarah Cooper, Screen International, Derek Malcolm, The Evening Standard, and films writers Joe Utichi and James Christopher.



Dogs Up For Nomination:

Rom Com Rover

Tamara Drewe
The Back-up Plan
Valentine's Day

Historical Hound

A Single Man
The Immortal
Hachiko : A Dog's Story

Comedy Canine

Toy Story 3
Marmaduke
Due Date

Blockbuster Bowser

Robin Hood
Wall Street 2
Sherlock Holmes

Mutt Moment

Precious
Winter's Bone
Greenberg

-Ends-

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