



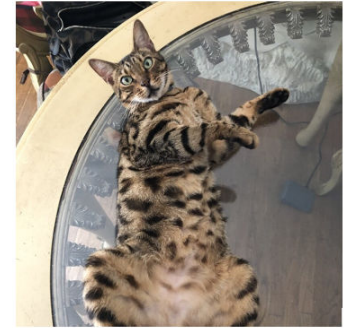
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Game On! San Diego Humane Society Tips Off Seventh Annual “March Meowness” Photo Tournament

SAN DIEGO — Lace up your sneakers and get your cameras ready! As the nation gets swept up in college basketball fever, San Diego Humane Society is tipping off its seventh annual [March Meowness](#) tournament. This bracket-style digital showdown invites San Diego’s most photogenic pets to compete for glory, bragging rights and prizes.

While the athletes are hitting the hardwood, local pets will be clawing their way to the top in a competition that mirrors the thrill of the NCAA tournament. Whether you have a high-jumping hound, a slam-dunking kitten or a scaly MVP, March Meowness is the ultimate arena to showcase your pet’s star power.



March Meowness 2025 Champion: Atari

The Road to the Championship:

- 1. The Selection Show:** Feb. 27 through March 12, 2026, pet parents can enter the cutest contest of the season by uploading a photo at sdhumane.org/contest.
- 2. The Field of 64:** The competition heats up as the top 32 fan-voted favorites and 32 wildcard picks from San Diego Humane Society staff are seeded into the official bracket.
- 3. The Bracket Battle:** Fans will vote their favorites through head-to-head matches, narrowing the field from the Round of 64 to the Sweet 16, Elite Eight, and the high-stakes Final Four.
- 4. The Big Prance:** The two remaining contenders will battle it out in the Championship Matchup, with the 2026 March Meowness Champion officially crowned on **April 7, 2026**.

Participation is free, and pet parents are encouraged to “full-court press” their friends and family for daily votes. Each person can cast one vote per day to help their favorite furry, feathered or scaly player advance.

Championship Rewards Sponsored by [Petszel](#):

1st Place: \$250 Visa Gift Card, plus custom engraved ID tag

2nd Place: \$200 Visa Gift Card, plus custom engraved ID tag

3rd and 4th Place: \$100 Visa Gift Card (2 winners)

5th-8th Place: \$50 Visa Gift Card (4 winners)

Voter Prizes (New!): \$50 Visa Gift Card (3 winners randomly chosen)

Don’t leave your pet on the bench! For contest rules, dates and to enter, visit sdhumane.org/contest.

Photos of March Meowness 2025’s top entries can be downloaded here:

<https://spaces.hightail.com/space/24oeRwt8SR>

Photo/video credit: San Diego Humane Society

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.