

SEPTEMBER 2026 NEWSLETTER

Bulldog Club of America



Caring for a bulldog requires attention to a few key areas that set this breed apart from others. Keeping your bulldog healthy and happy with a consistent routine is very manageable. Here's what every bulldog owner should know.

HEALTHY SKIN

The bulldog's signature wrinkles are part of what makes the breed so endearing — but those same folds require consistent attention to keep your dog comfortable and healthy. The good news is that with a simple routine, most skin conditions can be managed effectively.

BATHING



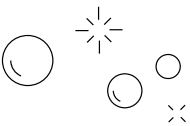
Bathe your bulldog when they are dirty or smelly rather than on a fixed schedule. Always use a shampoo specifically formulated for dogs. Making bath time a positive experience from the start goes a long way — use a calm, upbeat voice, offer treats, and give plenty of praise throughout. The more enjoyable you make it, the more cooperative your bulldog will be,

BRUSHING



Brush your bulldog at least three times a week using a soft bristle or rubber brush. Start at the rear, brush against the grain first, then follow with the grain and finish with a good rub down. This removes dead hair and distributes the coat's natural oils, keeping skin healthy and the coat shiny. During shedding season — heaviest in spring and fall — you may need to brush more frequently. Regular brushing also reduces how often bathing is necessary, which helps prevent the coat from drying out.

WRINKLE CARE



The wrinkles need attention every single day. Clean the nose roll and any deep facial folds daily using a washcloth with dog shampoo — rinse and dry thoroughly. Unscented baby wipes are another convenient option. Moisture left sitting in the folds can quickly lead to irritation and infection, so drying is just as important as cleaning. Many owners turn wrinkle care into a daily bonding ritual, and most bulldogs come to love the attention.



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[The Bulldog Club of America](https://www.bulldogclubofamerica.com)



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THE 2026 BCA NATIONAL SPECIALTY IS COMING!



The biggest week in the bulldog world is just around the corner. The Bulldog Club of America's 132nd National Specialty Show will be held October 25–31, 2026, at the Embassy Suites Hilton in East Peoria, Illinois. Whether you're a seasoned exhibitor, a dedicated breeder, or simply a bulldog enthusiast, this is the event of the year.

The week is packed with conformation, obedience, and rally competition, along with a full lineup of special events for attendees of all ages. Highlights include the Bulldog of the Year Gala, a Judge's Education Seminar combining classroom instruction with hands-on learning, and special programming for junior exhibitors.

On Wednesday, October 28, Lucy Pet Foods hosts a free Glow Party — an evening of music, food, specialty lighting, and costumes open to exhibitors, families, and friends. The Premium List and entry forms are now available. This is your opportunity to compete alongside the best bulldogs in the country at our most prestigious event of the year. Download the premium, review the classes, and get your entries in before the deadline. Information on reserved ringside seating, crating space, sponsorship opportunities, and the host hotel is also available at bulldognationals.org.



Want some merch?
[\[LINK to online shop\]](#)



Need a reservation?
[\[LINK to Embassy Suites Hilton\]](#)



Ready to Enter?
[\[LINK to Premium List\]](#)



Feeling lucky?
[\[LINK to 50/50 Raffle\]](#)

KEY DUE DATES

- Sept. 2: Bulldog of the Year entries
 - Sept. 15: Health Ambassador applications
 - Sept 30: Versatility Award Applications
 - Sept. 30: Entries close
 - Oct. 1: RV reservations
 - Oct. 1: Crate space reservations
 - Oct. 3: Hotel block rates expire
 - Oct. 7: Banquet Reservations
 - Oct. 25: Let the fun begin!
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LINKS TO EVENTS

Whether you attend events as a participant or a sideline cheerleader, it's a great way to get involved with local breeders and owners. Click below to find an event near you!

[Conformation](#) - Bulldog Club of America

[National Show 2026](#) - Bulldog Club of America

Agility - [Lab Tested Online](#)

Obedience and Rally - [Info Dog](#)

[Barn Hunt Association](#)

Dock Diving - [North America Diving Dogs](#)

National Association of Canine Scent Work ([NACSW](#))



JOIN THE BULLDOG CLUB OF AMERICA

Bulldog Club of America membership provides you with the latest updates on breed health, the National Standard, a subscription to *The Bulldogger* (BCA's official publication), and national and local activities. Membership dues: \$40 per domestic member. Canada and Mexico are \$60. Other foreign members are \$80.

To Join:

- Access the [application](#) on our website
- Partner with a sponsor - we will help you connect with someone local!
- Send your completed application