

# Purina & Westminster Begin 10-Year Partnership

## Sponsorship Agreement Celebrates All Dogs

ST. LOUIS, Jan. 24, 2017 /[PRNewswire](#)/ -- With the 141st Annual Westminster Kennel Club Dog Show just weeks away, Purina and the Westminster Kennel Club begin a 10-year agreement making *Purina Pro Plan* the exclusive pet food sponsor of the world-famous dog show. A five-year sponsorship, from 2012 to 2016, preceded this. The partnership pairs the oldest continuously held dog show in the country with the maker of *Purina Pro Plan*, the dog food that has fueled the past 10 Westminster Best in Show champions.\*

"It is an honor for Purina to sponsor the Westminster Kennel Club Dog Show," said Nina Leigh Krueger, President, Nestlé Purina PetCare. "Purebred dog enthusiasts aspire all their lives to show their dogs at this prestigious show. The opportunity to partner with Westminster for the next 10 years allows us to work together to celebrate all dogs and to spread the word about responsible dog breeding and ownership."

"We look forward to our long-term partnership with Nestlé Purina PetCare," said Westminster Kennel Club President Seán W. McCarthy. "When an iconic institution such as Westminster combines with the premiere brand *Purina Pro Plan*, everyone benefits from the amazing dog show experience. From lifelong breeders to first-time spectators, Westminster Week delivers discovery, shared knowledge, education, and elite competition."

The Westminster Kennel Club has transformed its annual all-breed dog show into Westminster Week, a blend of activities that spotlight purebred dogs and popular companion sports that people can enjoy with their dogs. Starting with "Meet & Compete," which combines the AKC Meet The Breeds® Presented by *Purina Pro Plan* and the fourth annual Masters Agility Championship at Westminster on Saturday, Feb. 11, it is followed by the 141st annual all-breed dog show Feb. 13 and 14, and the second annual Masters Obedience Championship at Westminster Feb. 13. *Purina Pro Plan* is the exclusive pet food sponsor of all the Westminster activities.

The 141st Annual Westminster Kennel Club Dog Show will be held Feb. 13-14, with breed judging at Piers 92/94 during the day and Group and Best in Show judging at Madison Square Garden in the evening. The evening judging will be televised live on FS1 from 8 to 11 p.m. Eastern time. More than 2,800 dogs from around the world will compete for Best in Show.

**About Westminster Kennel Club** – The Westminster Kennel Club is America's oldest organization dedicated to the sport of purebred dogs. Established in 1877, Westminster's influence has been felt for more than a century through its famous all-breed bench dog show held every year at New York City's Madison Square Garden. Today, America's dog show has expanded into Westminster Week, which includes the Masters Agility Championship at Westminster and the Masters Obedience Championship at Westminster, both held at Piers 92/94. More than 3,000 dogs from the U.S. and abroad make Westminster Week like no other.

Westminster. There's only one. Visit us at [www.westminsterkennelclub.org](http://www.westminsterkennelclub.org) or follow @WKCDOGS.

**About Purina Pro Plan** – *Purina Pro Plan* is the food of choice for the past 10 Westminster Best in Show winners.\* Our goal is to give your dog the nutrition to be his absolute best, helping him or her to be energetic and resilient and to maintain an ideal body condition, healthy skin and a stunning coat. Because being the best he or she can be means something different for every dog, our wide range of dry and wet foods and snacks, sold exclusively at pet specialty stores, can be found in four specialized categories formulated for a dog's unique needs. For more information, visit [www.proplan.com](http://www.proplan.com) or follow @ProPlan on Twitter, Instagram, Facebook, or Google+. The brand is manufactured by Nestlé Purina PetCare, which promotes responsible pet care, humane education, community involvement, and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestlé Purina PetCare is part of Swiss-based Nestle S.A., a global leader in nutrition, health and wellness.

\*The handler or owners of these champions may have received *Purina Pro Plan* dog food as Purina ambassadors.

SOURCE Nestlé Purina PetCare

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