Press Releases

Purina Pro Plan Partners With Tim Tebow As This Year's "Barketologist" Of The Purina Pro Plan $1 Million Westminster Kennel Club Dog Show Bracket Challenge

Fans at Home Are Invited to Put Their Bracket Skills to the Test for a Chance to Win $1 Million and Other Prizes

Purina Pro Plan Westminster Kennel Club Dog Show Bracket Challenge

ST. LOUIS, Jan. 18, 2018 /PRNewswire/ -- Do you have what it takes to complete a perfect bracket and win big? Find out this February when the Purina Pro Plan $1 Million Westminster Kennel Club Dog Show Bracket Challenge returns for the third year in a row, with former professional football quarterback and current professional baseball outfielder, Tim Tebow as the official "barketologist." Dog lovers and sports enthusiasts are invited to visit www.DogShowBracket.com and test their bracket skills for a for a chance to win prizes, including $1 Million, when elite dogs from across the country compete for top honors on Monday, Feb. 12 and Tuesday, Feb. 13 at the 142nd Annual Westminster Kennel Club Dog Show, presented by Purina Pro Plan.

From performing on the field to analyzing the action off the field, Tim Tebow is no stranger to a challenge. This February, the dog lover and owner of "Bronco," a Rhodesian Ridgeback, will participate in a new competition – Tim will attempt to pick the perfect Westminster bracket alongside fans at home. To participate, fans must choose one winner from the Hound, Toy, Non-Sporting, Herding, Sporting, Working, and Terrier groups, and from those winners, one overall breed they believe will win "Best In Show." After completing the bracket, entrants can tune into the Westminster Kennel Club Dog Show on FS1 on Feb. 12 at 8 p.m. EST and Feb. 13 at 8 p.m. EST to follow their bracket in real time. If their selections match the actual winners, they could win $1 Million, with the prize being split evenly among all verified winners.

"When Purina Pro Plan asked me to be this year's 'barketologist' and get in on the Westminster action, I was excited to take on the challenge! I love dogs and I love competing, so this is a perfect fit," said Tim Tebow. "The Westminster Dog Show is like the Championship game of the dog show world; Bronco and I are excited to have a stake in the competition and see how our predictions turn out."

"We're excited to bring the Purina Pro Plan $1 Million Westminster Kennel Club Dog Show Bracket Challenge back for a third year and give fans the opportunity to get involved, invested, and show off their enthusiasm for the competition," said Christi Maginn, Brand Director, Purina Pro Plan. "New for this year, participants can win daily prizes leading up to the show, including a one-year supply of Purina Pro Plan dog food."

Purina Pro Plan has a rich history in the sport of conformation and has been the food of choice

for 10 of the past 11 Westminster "Best In Show" winners*, providing nutrition that performs for champions in the ring and at home. Dedicated to helping each dog reach his full potential, Purina Pro Plan offers advanced nutrition through a wide portfolio of dog food to help fuel dogs of all ages, sizes, and activity levels. To find the right plan for your dog, visit www.myplan.com.

Tune in on Feb. 12 and 13, at 8 p.m. EST, on FS1 for live Westminster coverage. Fans can also follow @ProPlan on Twitter and Instagram for live Westminster coverage and use #WKCDogShow to join the conversation. For more information, including a Dog Show 101 tutorial, visit www.DogShowBracket.com.

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. LEGAL RESIDENTS OF THE 50 UNITED STATES (D.C.), 18 YEARS AND OLDER. VOID WHERE PROHIBITED. Promotion consists of a Contest and a Sweepstakes; enter both by Feb. 12, 2018 at 5:00 p.m. EST. For Official Rules, Sweepstakes odds disclosures and prize descriptions, visit https://www.proplan.com/dogs/bracket-challenge. Sponsor: Nestlé Purina® PetCare, Checkerboard Square, St. Louis, Mo. 63164.

About Purina Pro Plan:
Purina Pro Plan is the food of choice for 10 of the past 11 Westminster Best in Show winners. Our goal is to give your dog the nutrition to be his absolute best, helping him to be energetic and resilient, and maintain an ideal body condition, healthy skin, and a stunning coat. Because being the best he can be means something different for every dog, our wide range of dry and wet foods and snacks, sold exclusively at pet specialty stores and online, can be found in four specialized categories formulated for a dog's unique needs. For more information, visit www.proplan.com or follow @ProPlan on Twitter, Instagram, or Facebook. 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 Nestlé S.A., a global leader in nutrition, health, and wellness.*

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, benched 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 at Piers 92 /94. More than 3,000 dogs from the US and abroad makes Westminster Week like no other. Westminster. There's only one. Visit us at: www.westminsterkennelclub.org, @WKCDogs

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

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