Show Time in the Show-Me State

Purina Announces Plans to Build New Canine Event Center

Rolling out the red carpet for canines, Purina plans to build a new multimillion-dollar, state-of-the-art, 84,000- square-foot, indoor Event Center that will accommodate thousands of dogs and their owners and handlers at conformation dog shows, obedience and agility trials.

Loaded with lots of extras that turn an ordinary dog show into an extraordinary event, the Purina Event Center is expected to open in the fall of 2010 at Purina Farms in Gray Summit, Mo. It will feature custom padded flooring, spacious benching and dog bathing areas, meeting rooms, RV parking, vendor and exhibit space, food service and banquet catering. The center will complement existing venues at Purina Farms for outdoor dog shows, lure coursing, agility, obedience, herding, and earthdog trials. Located about one hour from downtown St. Louis and the Lambert-St. Louis International Airport, Purina Farms has hosted outdoor dog shows and sporting events for 15 years.

"Purina is thrilled to build the top-caliber indoor facility that the dog fancy has been asking for and deserves," said Terence Block, President of Purina Pet Food North America. "We're confident the central location and amenities will provide the elements that make a dog show special and participants glad they came. Our goal is to help clubs have the best dog show ever."

David Frei, Director of Communications for the Westminster Kennel Club and co-host of the NBC-televised "The National Dog Show Presented by Purina," applauded the announcement. "Purina has always been supportive of the dog show world, and the new Purina Event Center is yet another example of that dedication," Frei said. "All of us who are active in the sport of dogs thank Purina for continued commitment to the sport, and we look forward to being a part of the future at the Purina Event Center."

Reservations are now being accepted for dog shows and events starting in the fall of 2010, according to Brock Fitzgerald, Director of Purina Farms and the new Purina Event Center. "We look forward to working with clubs and offering them the Purina Event Center for their events," Fitzgerald said. "We promise to deliver 'Best in Show' amenities and to do everything possible to ensure their events go smoothly."

To learn more about the Purina Event Center's amenities and Purina support, please visit http://www.purinafarms.com/ or contact Fitzgerald at 1-888-688-PETS (1-888-688-7387), or e-mail him at brock.fitzgerald@purina.nestle.com.

Nestle Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and pets. A premier global manufacturer of pet products, Nestle Purina is part of Swiss-based Nestle-S.A., the world's largest food company.

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