Dogs Descend on Cincinnati for International Bacon Day

Kevin Gillespie, Season 6 finalist of hit reality TV series, hosts Beggin'® brand dog snacks bacon-themed party

At last, dogs had a day to celebrate their passion for bacon! On Saturday, Sept. 4, in observance of International Bacon Day, four-legged, pork-loving maniacs attended the Beggin'® Bacon Bash and declared their obsession for bacon.

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This dog-friendly family event took place in Cincinnati, Ohio, one of the largest pork-producing cities in the United States. The Beggin' Bacon Bash featured special cooking demonstrations by Kevin Gillespie, a finalist on Bravo's "Top Chef" reality show known for incorporating pork into almost every signature dish.

"I'm a huge fan of the pig, and I'm crazy about bacon in particular. It was a blast to host this event with Beggin'®," said Gillespie, who is currently the co-owner and executive chef at The Woodfire Grill in his native Atlanta. "I enjoyed sharing some of my favorite pork dishes with other bacon-lovers and I hope that I inspired them to embrace pork within their own cooking."

Hundreds of dogs turned out for the inaugural Beggin'® Bacon Bash that featured live music and activities for both two-legged and four-legged bacon lovers. For the humans, All Pro Eating sanctioned a bacon-eating contest that was won by Mark "The Human Vacuum" Lyle of Columbus, Ohio. For the furry friends, there was a canine costume contest and the opportunity to participate in a Guinness World Record attempt for the "loudest group bark" to officially declare their love for bacon.

In addition, the Purina® Incredible Dog Team performed canine agility and dock diving presentations.

"Because dogs - and their owners - share a hilarious obsession for bacon, Beggin' created an exciting, dog-friendly event for the entire family that's all about bacon," said Stephen Trammell, assistant brand manager, Nestle Purina Dog Snacks brand pet food. "There was no better way to celebrate International Bacon Day."

For additional information about the Beggin'® Bacon Bash, visit www.beggintime.com.

About Nestle Purina Pet Care

Nestle Purina PetCare promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. The North American headquarters for Nestle Purina PetCare is located at Checkerboard Square in St. Louis, Missouri. Nestle Purina PetCare is part of Swiss-based Nestle S.A. -- the world's largest food company. For more, visit www.purina.com.

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SOURCE: Nestle Purina PetCare Company

CONTACT: Dana Landry - Catalyst Public Relations, +1-704-409-7739; dlandry@catalystpublicrelations.com; or Jadea Abolahrari - Nestle Purina PetCare, +1-314-982-3981; jadea.abolahrari@purina.nestle.com

Web Site: http://www.purina.com/