

Purina Named Westminster's Official Pet Food Sponsor

Nestle Purina PetCare, Westminster Kennel Club announce agreement

ST. LOUIS, June 7, 2011 /[PRNewswire](#)/ -- Nestle Purina PetCare Company and the Westminster Kennel Club today announced a multi-year agreement making Purina the "official pet food sponsor" of the Annual Westminster Kennel Club All Breed Dog Show.

"Purina is proud to be the official pet food sponsor of the Westminster Kennel Club Dog Show," said Steven L. Crimmins, Chief Marketing Officer for Nestle Purina PetCare, North America. "Westminster is the ultimate destination for top dogs and their aspiring owners and handlers, and Purina is excited to be part of this prestigious event and to be the Westminster Kennel Club's partner."

Candy Caciolo, Purina Portfolio Director of Specialty, Breeder and Pet Acquisition, added: "Westminster represents the finest in the sport of purebred dogs. The opportunity to sponsor this show fits perfectly with Purina's long-standing commitment to the dog fancy. Many Westminster champions – including the last five Best in Show winners – have been fed Purina® Pro Plan® brand dog food, so it's fitting for Purina to partner with this distinguished kennel club."

Westminster Kennel Club President Peter R. Van Brunt said, "We are happy to welcome Purina to the Westminster family. This new and exciting partnership will further enhance our position as America's Dog Show and strengthen our ties with the purebred dog community."

The 136th Annual Westminster Kennel Club All Breed Dog Show will be held February 13-14, 2012, at Madison Square Garden and televised live on USA Network.

Purina last year unveiled the Purina Event Center, a \$15 million 84,000-square-foot indoor dog show facility at Gray Summit, Mo, where six Westminster Best in Show winners, along with their owners and handlers, participated in the Grand Opening.

Nestle Purina PetCare, a global leader in the pet care industry, promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. The North American headquarters for Nestle Purina is located at Checkerboard Square in St. Louis, Missouri. Nestle Purina is part of Swiss-based Nestle, the world's leading nutrition, health and wellness Company.

Established in 1877, The Westminster Kennel Club (www.westminsterkennelclub.org) is America's oldest organization dedicated to the sport of purebred dogs.

SOURCE Nestle Purina PetCare
