

## Purina Pro Plan Fuels Canine Champion To Victory, Celebrates 'Nine Of Nine' With Westminster Best In Show Winner 'Miss P'

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ST. LOUIS, Feb. 18, 2015 /PRNewswire/ -- For the ninth straight year, the Best in Show winner at the Westminster Kennel Club Dog Show is a Purina Pro Plan fed dog. The streak continued with the 2015 winner "Ch Tashtins Lookin For Trouble," or "Miss P" for short, a 15-inch Beagle handled by Will Alexander, who took home the title last night, February 17, during the 139<sup>th</sup> year of the prestigious competition held at Madison Square Garden in New York City.

With a rich history in conformation and the sport of purebred dogs, Purina Pro Plan has helped fuel some of the world's top dogs to great success with innovative products and exceptional nutrition. In fact, 94 of the top 100 AKC All Breed Show Champions are fueled by Purina Pro Plan[1]. In addition to the Best in Show winner, all of the remaining group winners are also fueled by Purina Pro Plan.

"At Purina Pro Plan, we're committed to helping dogs reach their full potential, giving them the outstanding nutrition they need to perform at their absolute best," said Rebecca Schulz, Brand Director, Purina Pro Plan. "We've played a role in helping dogs achieve their Westminster dreams for many years, and we are proud to continue that legacy with Miss P and Will Alexander and their Best in Show victory."

Purina Pro Plan has served as presenting sponsor of the Westminster Kennel Club Dog Show for the past four years and continues its tradition as a leader in canine performance nutrition.

The eight previous Westminster Best in Show winners who were fueled by Purina Pro Plan include:

- 2014 – GCH Afterall Painting The Sky ("Sky"), Wire Fox Terrier
- 2013 – GCH Banana Joe V Tani Kazari ("Banana Joe"), Affenpinscher
- 2012 – GCH Palacegarden Malachy ("Malachy"), Pekingese
- 2011 – GCH Foxcliffe Hickory Wind ("Hickory"), Scottish Deerhound
- 2010 – GCH Roundtown Mercedes of Maryscot ("Sadie"), Scottish Terrier
- 2009 – GCH Clussexx Three D Grinchy Glee ("Stump"), Sussex Spaniel
- 2008 – GCH K-Run's Park Me In First ("Uno"), Beagle
- 2007 – GCH Felicity's Diamond Jim ("James"), English Springer Spaniel

### **About Purina Pro Plan:**

*Purina Pro Plan is the food of choice for the past nine consecutive 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, snacks and supplement bars, sold exclusively at pet specialty stores, can be found in five 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, Vine or Google+.*

### **About Nestle Purina PetCare:**

*Nestle Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premier global manufacturer of pet products, Nestle Purina PetCare is part of Swiss-based Nestle S.A., a global leader in nutrition, health and wellness.*

### **About The Westminster Kennel Club**

*Established in 1877, The Westminster Kennel Club is America's oldest organization dedicated to the sport of purebred dogs. Its world-famous dog show is America's second-longest continuously-held sporting event in America, after only the Kentucky Derby. In 2015, the 139<sup>th</sup> Annual Westminster Kennel Club All Breed Dog show will take place on February 16-17. On the Saturday preceding the show (February 14), the 2nd Annual Masters Agility Championship at Westminster and The Westminster Kennel Club presents AKC Meet the Breeds brought to you by Purina Pro Plan will take place as part of Westminster Week.*

[www.westminsterkennelclub.org](http://www.westminsterkennelclub.org).

### **About The American Kennel Club**

*The American Kennel Club, founded in 1884, is a not-for-profit organization which maintains the largest registry of purebred dogs in the world and oversees the sport of purebred dogs in the United States. The AKC is dedicated to upholding the integrity of its registry, promoting the sport of purebred dogs and breeding for type and function. Along with its more than 5,000 licensed and member clubs and its affiliated organizations, the AKC advocates for the purebred dog as a family companion, advances canine health and well-being, works to protect the rights of all dog owners and promotes responsible dog ownership. More than 22,000 competitions for AKC-registered purebred dogs are held under AKC rules and regulations each year including conformation, agility, obedience, rally, tracking, herding, lure coursing, coonhound events, hunt tests, field and earthdog tests. Affiliate AKC organizations include the AKC Humane Fund, AKC Canine Health Foundation, AKC Reunite and the AKC Museum of the Dog. For more information, visit*

[www.akc.org](http://www.akc.org).

[1] AKC Top Dogs™ All-Breed Competition through Dec. 31, 2014

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