Purina Launches #Dogthanking Initiative In Celebration Of The National Dog Show Presented By Purina®

Olympian/Sports Broadcaster/Proud Dog Owner Johnny Weir (and his dog Tema) introduce social media program benefiting the AKC Canine Health Foundation

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This November, Purina wants to thank the four-legged friends who make our lives so special. From now through the Thanksgiving holiday, Purina is inviting dog owners to log on to Facebook, Twitter or Instagram and tell the world why they are thankful for their dog.

For every original post submitted through November 29th that includes @Purina and the hashtag, #dogthanking,Purina will donate one dollar to the AKC Canine Health Foundation – up to $75,000 – to help further pet health research. Submitted videos, photos and posts may be shown during the National Dog Show Presented by Purina, on Thanksgiving Day on NBC.

Olympic figure skater Johnny Weir kicked off the campaign by thanking his dog Tema: “Tema is my little prince, and always there wagging his tail when I get home. He brings so much joy to my life, and I am so thankful for his companionship,” Weir said of his Japanese Chin. He and fellow Olympian, Tara Lipinski, will be on special assignment to lend their distinctive presence for the first time to The National Dog Show Presented by Purina.

“Watching the National Dog Show is a treasured Thanksgiving Day tradition for Tema and me, and I’m thrilled to have an opportunity to be a part of it this year,” Weir said. “Purina and I share the belief that when pets and people are together, life is truly better, and we think a great way to demonstrate this during the Thanksgiving season is to share why we’re all thankful for our furry friends.”

Bringing canine competition and entertainment to America’s viewers for the 14th year, The NBC Thanksgiving Day special, “The National Dog Show Presented by Purina®,” will crown one of America’s great purebreds as its 2015 champion on Thursday, Nov. 26. The holiday special (airs noon-2 p.m. in all time zones) is watched annually by more than 20 million viewers.

Beloved TV personality John O’Hurley, best known as “J. Peterman” on *Seinfeld*, joined by expert analyst David Frei, the voice of the Westminster Kennel Club Dog Show on USA network, hosts the show as more than 180 breeds vie for “Best in Show” honors in the tradition-rich Kennel Club of Philadelphia competition.

About Nestlé Purina PetCare
Nestlé Purina PetCare Company is a global leader in the pet care industry. Nestlé Purina PetCare promotes responsible pet care, 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 Johnny Weir
At the age of 30, Johnny Weir- a three-time US champion, two-time Olympian, and World medalist- is a pop-culture icon. Fans all over the globe love his elegant yet edgy style both on and off the ice, and the

delicious unpredictability of what he'll say - or wear, or do - next. In February 2014, Johnny was brought in to do commentary during the Winter Olympics in Sochi for NBC Sports. While figure skating was his primary element at the Olympics, Johnny was tapped by *Access Hollywood* and *TODAY* to provide fashion commentary for the 2014 Oscars. He provided similar observations in 2014 and 2015 at the Kentucky Derby and at the 2015 Super Bowl. Johnny was featured as a host and interviewer in the Epix Documentary, *To Russia With Love* and has become NBC's lead commentator for figure skating competitions. Brilliantly talented, unabashedly outspoken, always entertaining, and embraced by a following that spans the globe, Johnny continues to win the hearts of new fans with every new big screen appearance.

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