

# Misty May-Treanor Trades Beach For Turf, Takes On Canine Competitors In New Purina Pro Plan "Incredible Dog Science" Video Series

Three-Part Series Examines Science Behind the Agility, Speed, and Power of Top Dog Athletes vs. One of World's Top Human Athletes

ST. LOUIS, Aug. 15, 2016 /[PRNewswire](#)/ -- What makes Jack Russell terriers so fast? Why can the Belgian Malinois jump so high? To answer these questions and celebrate the 19<sup>th</sup> season of the Purina Pro Plan Incredible Dog Challenge, the brand partnered with Misty May-Treanor, three-time Olympic gold medalist, to create the Purina Pro Plan "Incredible Dog Science" video series, available at [www.incredibledogscience.com](http://www.incredibledogscience.com). The three-part series explores the physics, evolutionary advancements, and mechanics of the canine body with in-depth analysis provided by experts Dr. David Raichlen, Associate Professor of Anthropology at the University of Arizona, and Dr. Brian Zanghi, Research Nutritionist at Nestle Purina, as May-Treanor competes against Purina Pro Plan Incredible Dog Challenge competitors.

The first episode, [Agility](#), analyzes the differences in velocity and trajectory between May-Treanor and competitor Schemer, a border collie, as they dart through weave poles. Episode two, [Speed](#), demonstrates the significant effects that body mechanics play in enabling and inhibiting mobility as May-Treanor takes on the Jack Russell Terrier. Episode three, [Power](#), puts May-Treanor's volleyball prowess to the test by focusing on activities like jumping and diving to highlight the sheer strength that propels a dog like the Belgian Malinois in its movements versus a human.

"The competitors of the Purina Pro Plan Incredible Dog Challenge are some of the top athletes in the country, so what better way to showcase their incredible athleticism than with the help of a gold medal-winning athlete and dog-lover like Misty May-Treanor," said Christi Maginn, brand director for Purina Pro Plan. "The Incredible Dog Science series demonstrates how and why dogs are capable of these amazing feats and how Purina Pro Plan delivers optimal nutrition to help dogs perform at their absolute best."

The Purina Pro Plan Incredible Dog Challenge Western Regional in Huntington Beach, Calif. is currently airing in national syndication, and the National Finals, which take place at Purina Farms in St. Louis, in late September, will air nationwide on February 5, 2017, on NBC. Visit [IncredibleDogChallenge.com](http://IncredibleDogChallenge.com) for tune-in details.

## **About Purina Pro Plan**

*Purina Pro Plan is the food of choice for the past 10 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+. The brand is manufactured by Nestle Purina PetCare, which promotes responsible pet care, humane education, community involvement, and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestle Purina PetCare is part of Swiss-based Nestle S.A., a global leader in nutrition, health, and wellness.*


*\*Handlers or owners of these champions may have received food or compensation as a Purina ambassador.*

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