

Purina Dog Chow Joins 100th Macy's Thanksgiving Day Parade®

New float appearing in the iconic holiday celebration honors Dog Chow's 100-year heritage and the life-changing bond between veterans and service dogs

ST. LOUIS, Oct. 26, 2026 /[PRNewswire](#)/ -- Dog Chow is celebrating its 100-year impact on dog lovers with a new float in Macy's Thanksgiving Day Parade as the iconic holiday spectacle celebrates its 100th march this November. Since its founding in 1926, Dog Chow has helped shape the way Americans view dogs, not just as working animals, but as members of the family. The float – *Salute to Service Dogs* – will honor both the brand's 100-year heritage of making dogs part of the family and its ongoing commitment to veterans through the Service Dog Salute, which highlights the life-saving impact of PTSD service dogs for veterans.

Dog Chow's Salute to Service Dogs Float

Service dogs are a powerful example of dogs as family, helping not only veterans with PTSD but their loved ones as well. The *Salute to Service Dogs* float centers on a service dog graduation celebration, where a PTSD service dog completes training and is matched with their veteran. It features giant dog sculptures with wagging tails and three larger-than-life dog puppets, bringing magic and movement to the celebration of Dog Chow's mission. The float showcases the real-world impact dogs have on families, all while visually celebrating Dog Chow's 100-year heritage during the Parade's centennial march.

On Thanksgiving morning, the float will welcome two special guests: real-life service dog Arkum and Navy veteran Andy Canning of Collinsville, IL who were paired through Got Your Six Support Dogs in Maryville, IL.

"For 100 years, Dog Chow has helped build the bond between people and dogs, and there is no bigger stage to honor that connection than Macy's Thanksgiving Day Parade," said Brent Gleckler, Chief Marketing Officer at Purina. "As Dog Chow begins its second century, we're proud to spotlight the life-changing impact of service dogs for veterans and their families while celebrating the countless ways dogs bring companionship, comfort and joy to our lives."

One Century, Two American Traditions

After its first appearance in Macy's Thanksgiving Day Parade in 1983, Dog Chow returns to the streets of New York City for its milestone centennial celebration. For more than a century, Macy's Parade has served as the kickoff to the holiday season, creating lasting memories for generations and entertaining millions of spectators in New York City and viewers at home.

"Macy's Thanksgiving Day Parade has served as a beloved holiday tradition for generations of families across the country," said Jordan Dabby, Macy's Thanksgiving Day Parade producer. "As we celebrate our centennial march, we're proud to welcome Dog Chow as a partner and bring its *Salute to Service Dogs* float to the Parade, honoring the extraordinary dogs who bring comfort, companionship, and support to veterans and families every day."

Celebrating Dogs as Family with #DogChowThanksgiving

To extend the celebration beyond the Macy's Parade route, Dog Chow is inviting dog lovers nationwide to show how their dogs are part of the family. For every eligible photo/video shared using

show how their dogs are part of the family. For every eligible photo or video shared using #DogChowThanksgiving and tagging @dogchow from October 26 through Thanksgiving Day, Dog Chow will donate \$1, up to \$30,000, to be divided equally among its Service Dog Salute partner organizations including: Got Your Six Support Dogs in Maryville, IL, K9s for Warriors in Ponte Vedra, FL, Northwest Battle Buddies in Vancouver, WA, Semper K9s in Catlett, VA, Dog Tag Buddies in Billings, MT and Operation Freedom Paws in San Martin, CA.

Dog lovers nationwide can watch the 100th Macy's Thanksgiving Day Parade on Thursday, November 26, on NBC and Peacock starting at 8:30 a.m. in all time zones. For the latest Macy's Thanksgiving Day Parade news and event information, visit macys.com/s/parade/.

To learn more about Dog Chow's last 100 years and the Service Dog Salute campaign, visit www.dogchow.com.

About Nestlé Purina PetCare

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Over the past five years, Purina has contributed more than \$150 million towards organizations that bring, and keep, people and pets together, as well as those that help our communities and environment thrive.

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