Beneful® Supporting Dog Park Projects Across the Country to Celebrate Fifth Year of Dream Dog Park Program

Beneful Team Helps Jumpstart and Enhance Dog Park Projects for U.S. Dogs and Owners

ST. LOUIS, MO. (June 23, 2015) / **PR Newswire** / **—** This year, **Beneful** dog food is celebrating the fifth year of its Dream Dog Park program by supporting dog park projects across the U.S. ranging in size from Chihuahua to Great Dane proportions. Kicking off in June and throughout 2015, the Beneful team is supporting crowdfunding campaigns and working with community leaders and fundraising groups to help bring new dog parks to life or improve existing ones through a combination of financial support, hands-on volunteerism and shared dog park expertise.

“At Beneful, we know dogs and owners share a special bond, and there’s a special place in their hearts for their local dog parks. We’ve experienced it ourselves with our dogs, and we’ve seen it firsthand through our Dream Dog Park program,” said Brent Gleckler, Beneful brand director. “This year, we’re excited for the program to take a new shape with the Dream Dog Park Project, allowing us to reach even more dog-loving communities across the country.”

Since 2010, Beneful’s Dream Dog Park Contest has enhanced the lives of dogs and owners by bringing to life incredible spaces for entire dog-loving communities to enjoy. Beneful transformed four Dream Dog Parks across the country in the last four years – in Alabaster, Ala., Johns Creek, Ga., Lancaster, Pa. and Prescott, Ariz. – bringing to life the dreams of its four Dream Dog Park Contest grand prize winners and their four-legged friends. All four parks have included custom features like oversized food ingredient obstacles, a first-of-its-kind tennis ball launching tree, colorful splash pads and Beneful’s signature Doxie Tunnel.

To celebrate its fifth year of making doggie dreams come true, the Beneful team is scouring the country for opportunities to lend a paw to organizers of dog park projects seeking to start a new project or improve an existing one. Each park selected by the Beneful team will receive need-based funding for work on their park, and the team will share its knowledge of dog park safety and materials in addition to volunteering time to work side-by-side with community members to help bring their dog park dreams to life.

“What we’ve realized is that every dog park is a dog’s Dream Dog Park,” said Gleckler. “This year, we want to take what we’ve learned and share that expertise with people who are as passionate about dog parks as we are. Together, we can create spaces that add value to their communities and celebrate the joy they share with their four legged friends.”

As part of the program, the Beneful team is leading a makeover of the Lucas Park Dog Park in the heart of St. Louis, Mo. The renovated park will feature dog-friendly turf and a Beneful Doxie Tunnel in addition to other improvements for local St. Louis dog owners to enjoy together. Beneful team members and their dogs helped prep the park for improvements in May. The park is slated to be unveiled later this month.

To see the progress of the 2015 Beneful Dream Dog Park Project, follow the team of Facebook at **Facebook.com/Beneful** or on Twitter via **@Beneful** and using the hashtag #DreamDogPark.

About Beneful Brand Dog Food

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manufactured by Nestlé Purina PetCare Company, Beneful brand dog food offers a full line of wet and dry formulas that offer a perfect balance of taste and nutrition. Introduced in 2001, Beneful is one of the most successful dog food brands in the Company's history. The North American headquarters for the Nestlé Purina PetCare Company is located at Checkerboard Square in St. Louis, Missouri, where Ralston Purina Company was founded more than a century ago. 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.

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