



THE NATIONAL DOG SHOW PRESENTED BY PURINA® *2015 FACT SHEET*

WHAT: The National Dog Show presented by Purina® is a two- hour NBC special that airs across America on Thanksgiving Day following the Macy’s parade and is hosted by the Kennel Club of Philadelphia as an annual celebration of dogdom, dating back to 1879. The Philadelphia cluster of American Kennel Club (AKC)-sanctioned dog shows is one of the oldest and most prestigious in the country. Over 175 AKC-sanctioned breeds and varieties, including seven new breeds for 2015, will be among some 1,700 of the nation’s top dogs to compete for the title of “Best in Show” in the November competition open to all registered purebred dogs.

FORMAT: The National Dog Show is one of only four “benched” format shows remaining in the United States. “Benched” format means that the show is open to the public and the canines are on display all day long so that attendees of all ages can see the dogs up close and meet their owners.

WHEN: The National Dog Show Presented by Purina® will air on NBC Thanksgiving Day, November 26 from noon- 2 p.m. in all time zones

WHERE: In Philadelphia: The Greater Philadelphia Expo Center is located at 100 Station Avenue in Oaks, PA, adjacent to historic Valley Forge, and just 15 miles west of Center City Philadelphia. Contact the Greater Philadelphia Expo Center at (484) 754-EXPO. The show date is Saturday, Nov. 14.

WHO: Purebred dogs from over 175 AKC-sanctioned breeds, including many of America’s elite show dogs and their owners and handlers, competing for “Best of Breed,” “First in Group” and the ultimate title of “Best in Show.”

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NEW

BREEDS: This year, the National Dog Show will introduce seven new AKC-sanctioned breeds.

- Lagotto Romagnolo- Sporting Group
- Berger Picard- Herding Group
- Miniature American Shepherd- Herding Group
- Cirneco dell'Etna- Hound Group
- Boerboel- Working Group
- Bergamasco- Herding Group
- Spanish Water Dog- Herding Group

ONLINE: More information can be found online at www.nationaldogshow.com.

PHILADELPHIA TICKETS: Tickets are available online at www.nationaldogshow.com/tickets for the affordable price of \$14 for adults, \$7 for children (4-12) and free admission for children 3 and younger.

PRESENTING SPONSOR: Nestlé Purina PetCare® is proud to showcase some of the world's most beautiful, healthy dogs at the National Dog Show. In addition to supporting the health and wellness of dogs through its food and pet care products, Purina® promotes responsible pet care, humane education, canine health research and the positive bond between people and their pets. Purina® brand pet foods are manufactured by Nestlé Purina PetCare®.

EVENT PRODUCER: Carson International of Ketchum, ID, the world's most prominent producer and packager of canine events for live audiences and television.

CALENDAR LISTING:

The National Dog Shows hosted by The Kennel Club of Philadelphia

- Saturday, November 14, 8:00 a.m.-6:00 p.m.
- Sunday, November 15, 8:30 a.m.-5:00 p.m.

MEDIA CONTACT:

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