



**NATIONAL DOG SHOW PRESENTED BY PURINA®  
SET FOR 14<sup>TH</sup> ANNUAL SPECIAL ON NBC  
FOLLOWING MACY'S THANKSGIVING DAY PARADE®**

*Holiday TV Special is Hosted by John O'Hurley & David Frei  
with Mary Carillo; Johnny Weir and Tara Lipinski will also appear*

New York, NY – 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 Thanksgiving Day, bringing canine competition and entertainment to America’s viewers for the 14th year.

The holiday special (noon-2 p.m. in all time zones) follows the Macy’s Thanksgiving Day Parade® on NBC and is watched annually by a total of more than 20 million viewers. Over 175 breeds vie for Best in Show honors in the tradition-rich Kennel Club of Philadelphia competition.

The TV special is a celebration of America’s fascination with man’s best friend, hosted by beloved TV personality John O’Hurley, best known as “J. Peterman” on *Seinfeld*. O’Hurley is joined by expert analyst David Frei, the voice of the Westminster Kennel Club Dog Show on USA Network and America’s foremost authority on the sport. NBC’s Mary Carillo will report from the busy backstage benching area as the dogs prepare to compete.

Olympic figure skaters Johnny Weir and Tara Lipinski will be on special assignment at the show. Weir is the 2008 World bronze medalist and a three-time U.S. National Champion. Lipinski won the gold medal at the 1998 Winter Olympics in the ladies' singles event, becoming the youngest Olympic gold medalist in ladies' figure skating in an individual event. With their coverage of the Olympic Games and other events for NBC, Weir and Lipinski have become popular television personalities who will now lend their distinctive presence to The National Dog Show.

Unlike traditional dog show coverage, the two-hour special’s unique content is facilitated by the open format of the event, one of only four remaining “benched” shows in which the dogs are on display all day for the visiting public. NBC Sports will feature behind-the-scenes photos and video, capturing all of the backstage energy generated by 1,500-plus eager canines.

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The show will spotlight seven new, AKC-recognized breeds, the Lagotto Romagnolo, the Berger Picard, the Miniature American Shepherd, the Cirneco dell'Etna, the Boerboel, the Bergamasco and the Spanish Water Dog. All are making their major-event debuts in The National Dog Show and will be introduced to American viewers during the broadcast Thanksgiving Day.

The show will feature two vignettes that highlight Purina's longstanding commitment to innovation designed to help pets live longer, healthier lives. One vignette will highlight Purina's discovery of a nutritional breakthrough that will help pets sustain a healthy brain as they grow older. The other vignette will feature a different approach to dog food that combines dog owners' first-hand knowledge of their pet with Purina's proven nutritional expertise to create a personalized feeding experience for dogs – through a product called Just Right by Purina.

Broadcast and online content will also include The National Dog Show Therapy Dog Ambassador Team with Butler, the official Weather Channel Therapy Dog, who was in Philadelphia for the shows after traveling around the country this year to comfort families adversely affected by severe weather events.

### **About Nestlé Purina PetCare**

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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