



Press Release

FOR IMMEDIATE RELEASE

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***NEW YORK CITY GOES TO THE DOGS!
MEET THE BREEDS JOINS WESTMINSTER***

New York – From Akitas to Xoloitzcuintlis and everything in between, the Westminster Kennel Club presents for the first time **AKC Meet the Breeds**[®] brought to you by Purina[®] Pro Plan[®]. Dog lovers will have the opportunity to interact with hundreds of cuddly canines on Saturday, February 14th at Pier 92 in New York City.

Now in its sixth year, Meet the Breeds offers attendees the unique chance to meet and play with over 100 different dog breeds, all while learning about responsible pet ownership and what breed is right for their lifestyle. Elaborately decorated booths depict fun elements of each breed's history – you can find the Mastiff reigning over his medieval castle, or the Cairn Terrier following the Yellow Brick Road in a scene from the *Wizard of Oz*! Attendees are encouraged to learn about each dog from the experts themselves – breeders, enthusiasts, trainers and groomers who can share what makes their breed unique from all the rest.

“We’re thrilled to bring this educational, hands-on event back to New York City,” said AKC Meet the Breeds spokesperson Gina DiNardo. “We have a spectacular variety of breeds for the public to get to know, and are excited to help families and individuals across the city find their forever match.”

Meet the Breeds is a new addition to the exciting events of Westminster Week, which includes the iconic 139th Annual Westminster Kennel Club All Breed Dog Show on Monday and Tuesday, February 16-17, and the 2nd Annual Masters Agility Championship on Saturday, February 14th. All events are presented by Purina[®] Pro Plan[®], which is dedicated to helping dogs of all activity levels excel through performance nutrition and expert resources.

To purchase Meet the Breeds tickets and find additional information about this year's event, visit www.akc.org/meetthebreeds.

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About The Westminster Kennel Club Presents AKC Meet the Breeds Brought to You by Purina Pro Plan –

From Akitas to Xoloitzcuintlis and everything in between, The Westminster Kennel Club presents AKC Meet the Breeds, brought to you by exclusive pet care sponsor Purina Pro Plan. The sixth annual event gives dog lovers the unique opportunity to meet and play with more than 100 different breeds in booths individually decorated to depict each breed's country of origin, historical purpose/function, and attributes as a family pet, all while learning about responsible dog ownership and which breeds may be right for them. Event sponsors include AKC Visa Card, PetPartners, Motel 6, Ameriprise, Pet Brands, Inc., and BH Pet Gear LLC. For more information, visit www.akc.org/meetthebreeds.

About The Westminster Kennel Club – Established in 1877, The Westminster Kennel Club is America's oldest organization dedicated to the sport of purebred dogs. Its world-famous dog show is America's second-longest continuously-held sporting event in America, after only the Kentucky Derby. In 2015, the 139th Annual Westminster Kennel Club All Breed Dog show will take place on February 16-17. On the Saturday preceding the show (February 14), the 2nd Annual Masters Agility Championship at Westminster and The Westminster Kennel Club presents AKC Meet the Breeds brought to you by Purina Pro Plan will take place as part of Westminster Week. www.westminsterkennelclub.org.

About Purina Pro Plan – Eight of the last eight Westminster Best In Show Winners were fueled by Purina Pro Plan. 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. Our wide range of dry and wet foods, snacks and supplement bars are sold exclusively at pet specialty retailers. For more information, visit www.proplan.com or follow @ProPlan on Twitter, Instagram, Facebook, Vine or Google+.

The American Kennel Club, founded in 1884, is a not-for-profit organization which maintains the largest registry of purebred dogs in the world and oversees the sport of purebred dogs in the United States. The AKC is dedicated to upholding the integrity of its registry, promoting the sport of purebred dogs and breeding for type and function. Along with its more than 5,000 licensed and member clubs and its affiliated organizations, the AKC advocates for the purebred dog as a family companion, advances canine health and well-being, works to protect the rights of all dog owners and promotes responsible dog ownership. More than 22,000 competitions for AKC-registered purebred dogs are held under AKC rules and regulations each year including conformation, agility, obedience, rally, tracking, herding, lure coursing, coonhound events, hunt tests, field and earthdog tests. Affiliate AKC organizations include the AKC Humane Fund, AKC Canine Health Foundation, AKC Reunite and the AKC Museum of the Dog. For more information, visit www.akc.org.

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