

The Search is On to SPOT Dogs in the Big Apple for Walk-On Appearance for THE 101 DALMATIANS MUSICAL

Rascally, fun-loving local NYC canine gets once-in-a-lifetime opportunity to appear on stage during the curtain call of a Madison Square Garden performance

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One of the world's most beloved stories, THE 101 DALMATIANS, is coming to life on the national stage, and one lucky dog from the New York City area will get a once-in-a-lifetime chance to take part in this event.

Starting this weekend, local NYC dogs of all breeds, shapes and sizes will have the opportunity to be SPOTTED by the Purina® Dog Chow® brand, the title sponsor of THE 101 DALMATIANS MUSICAL, and could win a walk-on appearance in the curtain call of the production. THE 101 DALMATIANS MUSICAL is running from April 7-18 at the Theater at Madison Square Garden. The musical features fifteen rescued Dalmatians from around the country, and on April 10, the production will welcome one additional canine "cast member" during the curtain call of the performance.

Throughout the weeks preceding opening night, Purina Dog Chow Spotters will be combing the streets of New York looking for playful, fun-loving dogs who fit the bill - those who have star potential, a rascally demeanor and a unique appearance. In addition to the dogs SPOTTED on the streets, every dog owner in the New York area interested in entering the contest can visit www.spottedbydogchow.com and submit photos of their canine stars before March 26, 2010 to be considered for the walk-on curtain call appearance among other prizes. All of the qualified entries will be narrowed down to five semi-finalists by an independent judging panel, and then THE 101 DALMATIANS MUSICAL dog trainers will choose the grand prize winner who will receive the following prize package:

- A 30 minute training session with one of THE 101 DALMATIANS MUSICAL trainers
- A meet and greet opportunity with Rascal, one of the Dalmatians performing in the show
- Coupons for a year's supply of Purina® Dog Chow® brand Dog Food

The winning pup's family will also receive a four-pack of VIP tickets to the show and the opportunity to meet select cast members.

THE 101 DALMATIANS MUSICAL has been touring the country since October 2009.

About Nestle Purina PetCare

Nestle Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestle Purina PetCare is part of Swiss-based Nestle S.A., the world's largest food company.

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