

Beneful® Unveils Fourth \$500,000 Dream Dog Park In Prescott, Arizona

Willow Creek Dog Park Joins the Ranks of Top Dog Destinations in the United States

Prescott, Ariz. (December 10, 2014) – Christmas came early for the dog-loving community of Prescott, Arizona, today as Beneful® unleashed the \$500,000 Dream Dog Park renovation of Willow Creek Dog Park. The fire-station themed renovation marks the fourth half million dollar dog park transformation by the dog food brand.

Inspired by local resident and Beneful Dream Dog Park Contest Grand Prize Winner Linda Nichols' contest entry, the \$500,000 renovation of Willow Creek Dog Park transformed the park into a fire station-themed paradise complete with a red fire truck play area, fire hose shaped tunnels and a covered firehouse lounge area with tables for dog owners to enjoy.

"We know some of the best moments are those spent with our four-legged friends, and the importance of sharing a healthy and happy life together," said Brent Gleckler, Beneful brand director. "We've been overwhelmed by the passion shown by dog owners across the country in the Dream Dog Park Contest, and we're thrilled to unveil our fourth Dream Dog Park in Prescott."

The [Beneful Dream Team](#), consisting of Jason Cameron, licensed contractor and host of the popular DIY Network shows "Desperate Landscapes" and "Sledgehammer," and national pet expert Arden Moore, brought the park to life; with Cameron managing the renovation and Moore overseeing the project from a dog's point of view, ensuring all elements are stimulating and safe for all four legged buddies.

At the special unveiling event, Cameron and Moore joined Grand Prize Winner, Linda Nichols, her dog Callie, Beneful brand representatives, Prescott City Officials, and hundreds of two- and four-legged guests to celebrate the first day of play in the new one-of-a-kind park.

"The City of Prescott has always been a dog-loving town, and the transformation of Willow Creek Dog Park is a dream come true," says City of Prescott Mayor Marlin Kuykendall. "We are so grateful to Beneful for bringing this awe-inspiring park to our community, and to Linda Nichols for sharing her passion for her best buddy and our city in her contest entry."

Nichols was among more than one thousand dog owners who entered the 2013 Beneful Dream Dog Park Contest, and she was one of fourteen finalists to advance to the final round. The finalist entries were then judged by the Beneful Dream Team and those scores, along with public voting, determined the Grand Prize Winner.

The half-million dollar renovation of the off-leash Willow Creek Dog Park was awarded by Beneful as an in-kind donation to the City of Prescott, and marks the fourth \$500,000 Dream Dog Park Beneful has unveiled over the past four years. The first Dream Dog Park was unveiled in Newtown Park in Johns Creek, Georgia, in June 2011, the second in Alabaster, Alabama, in July 2012 and the third in Lancaster, Pennsylvania, in August 2013. To check out these Dream Dog Parks, visit BenefulDreamDogPark.com.

Beneful helps keep dogs healthy and happy by offering a variety of dry and wet dog foods that offer a

perfect balance of wholesome ingredients, quality nutrition and great taste. Beneful wants dogs to have it all: health, happiness, nutrition and variety. To learn more about Beneful products, visit Beneful.com/Products.

To stay up to date on Beneful news, follow [@Beneful](https://twitter.com/Beneful) on Twitter and like Beneful on Facebook at www.facebook.com/beneful. Follow and participate in Beneful Dream Dog Park conversations on Twitter using the hashtag #DreamDogPark.

About Beneful Brand Dog Food

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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