

Purina Invites Dog Lovers to Celebrate the Starring Role Pets Play in their Lives During the First-Ever Beverly Hills Dog Show

E! News Co-Host and pet lover Maria Menounos encourages dog owners to join Purina's "Every Dog is a Star" movement benefiting Leader Dogs for the Blind

ST. LOUIS, April 11, 2017 /[PRNewswire](#)/ -- In celebration of the first ever "Beverly Hills Dog Show Presented by Purina," a show that will combine the stars of Hollywood with the stars of the dog world, Purina invites dog lovers across the world to share the positive impact dogs make in our lives through its "Every Dog is a Star" program.

Experience the interactive Multimedia News Release here:

<https://www.multivu.com/players/English/8042351-purina-beverly-hills-dog-show/>

Dog owners are encouraged to log onto Facebook, Twitter or Instagram to post photos or videos showing how their dog is the true star of the family. For every original post submitted between April 10-23, using the hashtag #BHDogShow and tagging @Purina, Purina will donate one dollar (up to \$25,000) to [Leader Dogs for the Blind](#) — a global organization dedicated to enhancing the lives of individuals who are blind or visually impaired. The "Beverly Hills Dog Show Presented by Purina" will air on April 16, Easter Sunday, on USA Network at 8/7 p.m. ET & PT/CT.

"Pets do so much for our families, from being a companion to play with to serving as a reliable watch dog. They are the true stars of our families," said E! News Co-Host Maria Menounos, who has three dogs of her own and will appear on the "Beverly Hills Dog Show Presented by Purina." "Baby, Benjamin and Whinnie bring so much joy to my life - from their unconditional love to their energetic welcome the second we walk through the door - so I am happy to showcase them as the real stars of our family."

The "Beverly Hills Dog Show Presented by Purina," a first of its kind, star-studded dog show, will bring together celebrities such as Lisa Vanderpump ("The Real House Wives of Beverly Hills," "Vanderpump Rules"), film star Bo Derek, WWE superstar The Big Show, Triple-Crown and Grand-Slam winning jockey Victor Espinoza, actress Jennifer Marsala (NBC's "Taken"), U.S. Olympic ice skaters Johnny Weir and Tara Lipinski and others to cheer on their favorite breeds ringside as the dogs walk a fashion show-like red carpet runway. More than 1,000 dogs representing more than 150 eligible breeds will compete for Best In Show honors.

Beloved TV personality John O'Hurley, best known as "J. Peterman" on "Seinfeld," will serve as show co-host, along with veteran dog show analyst David Frei. Weir and Lipinski will join NBC's Mary Carillo as official correspondents at the show.

"Purina's 'Every Dog is a Star' campaign is about the little things our dogs do on a daily basis to bring joy to the humans in their lives," said Menounos, host of Sirius XM's "Conversations with Maria Menounos." "I encourage pet owners to share their dog's shining moments so we can raise funds to support Leader Dogs for the Blind and show how dogs truly are the stars that make our lives shine brighter."

[About Nestlé Purina PetCare](#)

Nestlé Purina PetCare Company is a global leader in the pet care industry. 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.

SOURCE Purina

For further information: Bill Etling, Nestlé Purina, 314.982.4825, William.etling@purina.nestle.com; Kate Mitchell, Burson-Marsteller, 312.596.3526, Katherine.Mitchell@bm.com

Additional assets available online:  [Video \(1\)](#)  [Photos \(5\)](#)