

Unleash Your Dogs' Winning Spirit with "Purina for the Win" and Kristin and Kyle Juszczyk

*Purina Treats is inviting dog owners to bond with their pets through bi-weekly challenges and a sweepstakes offering a chance to win \$10,000*

ST. LOUIS, July 9, 2024 /PRNewswire/ -- As athletes and sports fans gear up for the most highly anticipated sporting event of 2024, Purina Treats is inviting dog owners and their pets to satisfy their winning spirit and compete in their own summer field games, Purina for the Win.

Purina Treats is partnering with pro football player Kyle Juszczyk and his wife, fashion designer Kristin Juszczyk, to launch Purina for the Win challenges, a series of games where dogs and their owners can bond together through play.

Dog owners will also get a chance to win a \$10,000 grand prize and other weekly prizes including popular treats Beggin' and Busy Bone through the Purina for the Win Sweepstakes.\*

"We're both very active and often find ourselves engaging in fun competition. Naturally, our pups Mozzarella and Pierogi have picked up some of that spirit," said Kristin. "We partnered with Purina Treats to encourage fellow dog-owners to go beyond the usual routines and bond with their pets through the challenges."

According to Kyle, the couple love to get active with their pets – even if the dogs occasionally need to be persuaded with their favorite treats.

### **Indulge Your Competitive Spirit with the Purina for the Win Challenges**

Between July 1 and August 31, dog owners can engage with Purina for the Win challenges by participating in field games released every other Monday on Purina's social channels (@purinatreats, @beggin, @purinabonybone). Owners can share their dogs' athletic skills on social and invite others to join the fun by sharing their pets' completed challenges on Instagram using #purinaforthewin and tagging @purinatreats. Participants are encouraged to use the new, limited-edition Beggin' and Busy Bone gold packaging now available exclusively at Walmart.

Purina for the Win Challenges include:

- **The Beggin' Shuffle:** Put a Beggin' Strip under one of two cups and shuffle them in front of your dog several times. Once the cups have been shuffled, see if your dog can sniff out the cup with the treat.
- **The Busy Minute Challenge:** Show us how many tricks your dog can complete in one minute for a Busy Bone. It could be a high five, rolling over, or even a shake. We want to see what your dog can do in one minute.
- **Beggin' to Play Fetch Challenge:** Show off your pet's best fetch tricks. Whether it's a frisbee, playing catch, or chasing a tennis ball, show us your dog's fetch skills.
- **Purina for the Win Course:** Create an obstacle course to show off your dogs' athletic ability and will lead them to sniff out a Beggin' Flavor Stix at the end. It can be indoors or in your backyard.

"We're all athletes in this family, and we're happy to have found activities that allow us to bond and play with our dogs while engaging in a little friendly competition," said Kyle. "Along with Purina Treats, we're inviting other dog owners to do the same by joining the Purina for the Win challenges."

**Enter the Purina for the Win Sweepstakes for a Chance to Win \$10,000**

Dog owners are also invited to enter the Purina for the Win Sweepstakes for a chance to win various weekly prizes, including Walmart gift cards and \$500 worth of popular Purina Treats Beggin' and Busy Bone. One weekly entry will count towards the grand prize of \$10,000.

For more information on the Purina for the Win Sweepstakes, including rules and a chance to win gift cards, coupons, and the grand prize, visit [Purinaforthewin.com](http://Purinaforthewin.com).

**\*Abbreviated Rules: NO PURCHASE NECESSARY TO ENTER OR WIN.** *The Purina for the Win Sweepstakes is open to legal residents of 50 U.S., D.C., & P.R. who are 18 and older (or 19 for residents of AL, NE & PR). To enter, scan the Sweepstakes QR Code and follow the link or visit [purinaforthewin.com](http://purinaforthewin.com) for the online entry form, from 12:00:00 AM CT on 7/1/24 until 11:59:59 PM CT on 8/31/24. Subject to official rules at [www.purinaforthewin.com](http://www.purinaforthewin.com). Void where prohibited. Sponsor: Nestlé Purina Pet Care Company, 1 Checkerboard Square, St. Louis, MO 63164.*

### **About Purina**

Nestlé Purina PetCare creates richer lives for pets and the people who love them. Founded in 1894, Purina has helped dogs and cats live longer, healthier lives by offering scientifically based nutritional innovations.

Purina manufactures some of the world's most trusted and popular pet care products, including Purina ONE, Pro Plan, Friskies and Tidy Cats. Our more than 11,000 U.S. associates take pride in our trusted pet food, treat and litter brands that feed 46 million dogs and 68 million cats every year. More than 500 Purina scientists, veterinarians, and pet care experts ensure our commitment to unsurpassed quality and nutrition.

Over the past five years, Purina has contributed more than \$150 million towards organizations that bring, and keep, people and pets together, as well as those that help our communities and environment thrive.

Purina is part of Nestlé, a global leader in Nutrition, Health and Wellness. For more information, visit [purina.com](http://purina.com) or [subscribe here](#) to get the latest Purina news.

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