

New Documentary Series Coming to Prime Video Showcases Amazing Competitors of Canine Performance Sports

Premiering August 18, Inaugural Season of A Different Breed Takes Viewers Behind the Scenes as Canine Athletes and Handlers Compete in Prestigious Incredible Dog Challenge

ST. LOUIS, Aug. 11, 2025 /PRNewswire/ -- Purina today announced the premiere of *A Different Breed*, a captivating nine-episode documentary series streaming exclusively on Prime Video in the U.S. starting August 18. The series provides unprecedented behind-the-scenes access to the elite world of canine sports, following 18 extraordinary dogs and their handlers as they train, compete and chase greatness at the Purina Pro Plan Incredible Dog Challenge.

While chronicling the highs and lows of competition, *A Different Breed* also shares transformative, powerful stories celebrating the pet-human bond. The series reveals how the right dog can completely rewrite a person's story, featuring rescue dogs with difficult pasts becoming champions, handlers reshaping their entire lives around their four-legged partners and families building legacies through generations of canine sports success. From high-stakes competitions where everything hangs in the balance to intimate daily training sessions that forge unbreakable partnerships, *A Different Breed* shows how these aren't just athletic achievements—they're testaments to the profound connection between humans and dogs that pushes both species to extraordinary heights.

"Launching *A Different Breed* allows us to showcase the awe-inspiring feats of canine competition alongside the heartwarming stories and unbreakable bonds we at Purina have witnessed and celebrated for decades with the Incredible Dog Challenge," said Eric Willis, Chief Marketing Officer at Purina. "We're very proud to bring these stories to more consumers across the U.S., spotlighting what fuels the passion and energy of our canine competitors and their human handlers."

All nine episodes of *A Different Breed* will be available to stream exclusively on Prime Video in the U.S. starting August 18.

Serving as the backdrop for *A Different Breed* is the Purina Pro Plan Incredible Dog Challenge—the premier canine performance sports competition that has delighted and amazed crowds across the country for nearly 30 years. *A Different Breed* features competitors showcasing their talents across a variety of thrilling events at the Incredible Dog Challenge's three annual live events, including high-flying disc routines, intense head-to-head weave pole racing, intricate dog agility courses and exhilarating diving dog competitions.

"The Incredible Dog Challenge showcases the very best of what dogs and humans can achieve together," said Dr. RuthAnn Lobos, Senior Veterinarian at Purina. "I've watched these competitors over the years, witnessing the passion and commitment they shared, and hearing about their journeys to get to this event. I'm excited for the rest of the country to get a peek into their lives in *A Different Breed* – experiences of perseverance, partnership and the pure joy that comes from chasing excellence with your best friend."

Each leg of the Incredible Dog Challenge is broadcast nationally on NBC, starting with the Eastern Regional competition in Clearwater Beach, Florida, continuing on to the Western Regional event in Huntington Beach, California, and culminating in the National Finals hosted at Purina Farms outside St. Louis. For more information on the Incredible Dog Challenge, visit [incredibledogchallenge.com](https://www.incredibledogchallenge.com).

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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. Nearly 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 or [subscribe here](#) to get the latest Purina news.

About Purina Pro Plan

Purina Pro Plan is a leader in the advanced nutrition category, with more than 140 targeted formulas to help your pet thrive throughout every stage of life. For more information, visit www.proplan.com or follow @ProPlan on X (formerly Twitter), Instagram, or Facebook.

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