

(Park City) Subject: Park City animal shelter starts New Year with food bonus from Pedigree as part of sled dog race finish

(Wyoming) Subject: Wyoming animal shelters start New Year with food bonus from Pedigree as part of sled dog race

Wyoming and Utah Animal Shelters Start the New Year with Pet Food Bonus

Pedigree® Food for Dogs gives year of food for one dog to animal shelters on IPSSSDR route

Jackson, Wyoming – December 28, 2011 – Animal shelters in each of the towns on the 2012 International Pedigree Stage Stop Sled Dog Race (IPSSSDR) route will start off the new year with a year’s worth of food for one dog provided by Pedigree® Food for Dogs, announced Race Director Frank Teasley. The 17th annual IPSSSDR, the largest sled dog race in the lower 48 states, is slated for January 27 – February 4, 2012, starting in Jackson and traveling through the additional Wyoming towns of Lander, Pinedale, Cora, Big Piney, Marbleton, Alpine, Evanston and Mountain View before finishing in Park City, Utah.

“The IPSSSDR is known as the dog-friendly race,” says Teasley, “and as part of title sponsor Pedigree’s commitment to dogs, they donate food to the shelters on the race route. For many of these small shelters, the extra help makes a big difference.” The 2012 IPSSSDR represents the 13th year that Pedigree has offered the food contribution for shelters.

Pedigree® Food for Dogs is the title sponsor of the IPSSSDR. The Pedigree® brand actively supports a wide range of programs that promote responsible pet ownership and highlight the contributions dogs make to society.

The International Pedigree Stage Stop Sled Dog Race was founded in 1996 by Frank Teasley to make sled dog racing more accessible to the public. For more information, visit the race website at www.wyomingstagestop.org; contact the race at (307) 734-1163.

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