



PETS UNLEASHED THEIR INNER PARTY ANIMAL AT THE 18TH ANNUAL BEGGIN'® PET PARADE

ST. LOUIS (March 7, 2011) – Thousands of eager sniffers discovered millions of exciting smells at the 18th annual [Beggin' Pet Parade](http://www.begginpetparade.com) on Sunday, Feb. 27.

As one of the world's premiere pet events, the Beggin'® Pet Parade attracted more than 8,000 pets and 80,000 people looking for a tail-wagging good time. Pets unleashed their inner party animal with fun games, including “Thick Cut Bead Toss” and a photo booth.

Best of all, the 2011 Beggin'® Pet Parade helped to raise funds for the homeless pets at the Open Door Animal Sanctuary. More than \$18,500 was raised to benefit this St. Louis animal sanctuary.

One of the highlights of the Beggin'® Pet Parade was the coronation ceremony to select the 2011 Beggin'® Court. Five lucky costumed canines were chosen to be the King, Queen, Prince, Princess and Jester. And back by popular demand, the best group costume title of “Most Loyal Subjects” was awarded to the pack of pets whose collaborative costume efforts were heads and tails above the rest. The Beggin'® Court represented the spirit of the celebration through the memorable, fun-loving personalities and elaborate attention-getting costumes. All five of the canine court members took home royal titles, along with prizes including a year's supply of Beggin'® Strips.

For more information about the parade, visit www.begginpetparade.com.

About Nestlé Purina Pet Care

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., the world's largest food company.

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