



THE 145TH ANNUAL
WESTMINSTER
KENNEL CLUB DOG SHOW

PRESENTED BY



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**THE WESTMINSTER KENNEL CLUB HONORS ITS ICONIC DOG SHOW
WITH ONLINE “WESTMINSTER CELEBRATION WEEK” IN FEBRUARY**

*Sharing Fun Digital Canine Content for Loyal Fans and
Dog Lovers Alike During the Club’s Traditional Dog Show Month*

New York, NY – Join the Westminster Kennel Club for Westminster Celebration Week, a social gathering around the #WKCDogShow with fun, interactive, dog-loving content across Facebook, Instagram, and Twitter. Because the 145th Annual Westminster Kennel Club Dog Show presented by Purina Pro Plan® will not be held on its traditional February date due to the pandemic, the club is hosting this online showcase of livestreams, videos, behind the scenes features, and a Fox Sports Westminster television marathon from Saturday, Feb. 12 through Friday, Feb. 19, 2021.

Highlights include:

- An online showcase of agility videos, archival footage, educational offerings, and trivia
- Untold Stories, from Westminster’s presenting sponsor Purina Pro Plan®, features videos where handlers recall the emotion of their Westminster Best in Show and Group moments as they stepped onto the green carpet at Madison Square Garden
- Embark Health Summit’s Facebook Live webinar “Collaboration is Key: How Breeders and Veterinarians Shape the Next Generation of Healthy Dogs” will be on Monday, Feb. 15 at 4 p.m. EST
- CBS Sunday Morning correspondent Martha Teichner as she talks about her new memoir *When Harry Met Minnie*, a heart-warming story involving Bull Terriers
- Fun content from Westminster sponsors Cosequin and Trupanion
- AKC Museum of the Dog on-demand event honoring longtime WKC member and past Westminster Show Chairman Ron Menaker
- Celebrating people and their pets during American Heart Month with our friends at the American Heart Association
- FOX Sports Westminster television marathon

For a complete schedule for Westminster Celebration Week—@WKCDogs on Twitter, @westminsterkennelclub on Instagram, @WKC360 on Instagram, and @WKCDogShow on Facebook—click here.

For a schedule of the FOX Sports Westminster television marathon during Westminster Celebration Week please see here.

The 145th Annual Westminster Kennel Club Dog Show presented by Purina Pro Plan[®], the 8th Annual Masters Agility Championship, and the 6th Annual Masters Obedience Championship will be held outdoors at the Lyndhurst Estate, a property of the National Trust for Historic Preservation, in Tarrytown, New York, from Friday, June 11 through Sunday, June 13, 2021, with TV coverage on the FOX broadcast networks.

For more information on #WestminsterWeekend visit: westminsterkennelclub.org.

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About the Westminster Kennel Club

The Westminster Kennel Club, established in 1877, is America's oldest organization dedicated to the sport of dogs. It hosts the iconic, all-breed Westminster Kennel Club Dog Show, the second-longest, continuously held sporting event in the U.S., and since 1948, the longest nationally televised live dog show. The annual dog show—a conformation competition for purebred dogs—and the Masters Agility Championship and Masters Obedience Championship—where dogs from all backgrounds are eligible to compete—make Westminster Week with its nearly 3,000 dogs from the U.S. and around the world a pinnacle experience for any dog lover. America's Dog Show has captivated canine enthusiasts for more than a century with its educational benched format, where the public can engage with more than 200 breeds of dogs in New York City. The Club's mission, which enhances the lives of all dogs, celebrates the companionship of dogs, promotes responsible dog ownership, and breed preservation. WESTMINSTER. *There's only one.*[®] Visit: westminsterkennelclub.org and follow us @WKCDogShow.

About Purina Pro Plan

Purina Pro Plan is a leader in the advanced nutrition category, with more than 70 formulas in dry and wet pet food to help meet a variety of needs. Its science is backed by 500 Purina scientists globally, including nutritionists, veterinarians and behaviorists, who continuously rethink what nutrition can do. It is also the food of choice for 13 of the past 14 Westminster Best in Show winners*. For more information, visit www.proplan.com or follow @ProPlan on Twitter, Instagram, or Facebook. The brand is manufactured by Nestlé Purina PetCare, which 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.

*The handler or owners of these champions may have received Purina Pro Plan dog food as Purina ambassadors.