



THE 147TH ANNUAL
WESTMINSTER
KENNEL CLUB DOG SHOW

PRESENTED BY



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WESTMINSTER KENNEL CLUB ANNOUNCES CORPORATE PARTNERS FOR 147TH ANNUAL DOG SHOW

Purina Pro Plan returns for 12th consecutive year as Presenting Sponsor, while new partners ECOVACS Robotics and Playology make their Westminster debut at show taking place May 6th, 8th and 9th in New York City

New York, NY (April 18, 2023) – [Westminster Kennel Club](#) (WKC) announced today its corporate partners for the 147th Annual Westminster Kennel Club Dog Show. America's Dog Show, presented by Purina Pro Plan for the 12th consecutive year, welcomes returning partners Cosequin, Trupanion, and Embark. For the first time, ECOVACS Robotics and Playology will join the competition taking place at the USTA Billie Jean King National Tennis Center in Flushing Meadows-Corona Park, Flushing, NY, on Saturday, May 6th, Monday, May 8th, and Tuesday, May 9th, 2023.

Purina Pro Plan, with advanced nutrition that has fueled 15 of the last 16 Best in Show winners, returns as Presenting Sponsor of the 147th WKC Dog Show, and the 10th Anniversary Masters Agility and 8th Annual Masters Obedience Championships, both part of Westminster's inaugural Canine Celebration Day on May 6th, 2023. WKC is proud to support Purina's Purple Leash Project initiative, which works to make more domestic violence shelters pet friendly.

New this year, **ECOVACS Robotics**, the leading brand of service robotics, is the Official Robotics Brand of the WKC Dog Show and sponsor of the popular Best At Home Contest. DEEBOTs, the versatile robotic vacuum cleaners for pet families, will be offered as on-site giveaway prizes.

Playology will serve as Ready Ring sponsor and present a scent work demonstration during Canine Celebration Day. Playology toys captivate dogs' keen sense of smell by releasing tiny, all-natural scent particles with every chew. The innovative product line is designed with different ages, weights, breeds, and play styles in mind to engage a dog's specific natural instincts.

“Westminster Kennel Club is thrilled to welcome our new and returning partners to the 147th Annual Dog Show,” said Dr. Donald Sturz, WKC President. “We couldn’t be more excited to welcome spectators back to America’s Dog Show, and are grateful for our partners’ support of WKC’s mission and additional family-friendly events.”

Cosequin joint health supplements extends its longstanding partnership with WKC presenting a Demo Ring of showstopping canine activities and the all-new Dock Diving at Westminster event, both highlights of Canine Celebration Day. Together, Westminster and Cosequin are continuing their co-sponsorship of Betty, a Golden Retriever, who is continuing her training as a support dog with the Valor Service Dogs. Betty will be a VIP guest at this year’s show.

Trupanion, a leader in pet medical insurance, returns for the 2nd Annual WKC Veterinarian of the Year Award campaign, created to recognize and celebrate veterinarians who make a difference in our pets’ lives. The winning vet will receive a trip to Westminster and charitable donation in their name.

For the fifth consecutive year, global leader in dog health and genetics, **Embark Veterinary, Inc.**, returns as Official Dog DNA Test partner. Its annual \$10K donation to canine health research in the Best in Show winner’s name will bring donated funds to \$50K since the program’s inception.

For more information, please visit westminsterkennelclub.org. The Westminster Kennel Club, established in 1877, is America's oldest organization dedicated to the sport of dogs. America’s Dog Show has captivated canine enthusiasts for more than a century.

WESTMINSTER. *There's only one.*® Visit us on, westminsterkennelclub.org, on [Twitter](#), [Instagram](#), [Facebook](#) and [TikTok](#). Tickets are available online now at Ticketmaster.

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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. after the Kentucky Derby, and since 1948, the longest nationally televised live dog show. The Club’s mission, which enhances the lives of all dogs, celebrates the companionship of dogs and promotes responsible dog ownership and breed preservation. The Club advocates for purpose-bred dogs, with an understanding that each breed has a legacy and history that deserves to be taught, honored, and preserved. The Club uses education to raise awareness and encourage owners to conscientiously select dogs that are the right match for their families. The annual dog show—a conformation competition for purpose-bred dogs—and the Masters Agility Championship and Masters Obedience Championship—where dogs from all backgrounds are eligible to compete—make Westminster Week with over 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. WESTMINSTER. *There's only one.*® Visit us on, westminsterkennelclub.org, on Twitter, Instagram, Facebook and TikTok.

About Nestlé Purina PetCare

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, Fancy Feast and Tidy Cats. Our more than 10,000 U.S. associates take pride in our trusted pet food, treat and litter brands that feed 51 million dogs and 65 million cats every year. More than 500 Purina scientists, veterinarians, and pet care experts ensure our commitment to unsurpassed quality and nutrition. 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. It is also the food of choice for 15 of the past 16 Westminster Best in Show winners*. For more information, visit www.proplan.com or follow [@ProPlan](#) on Twitter, Instagram, or Facebook.

Purina promotes responsible pet care through our scientific research, our products and our support for pet-related organizations. 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.

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

About Cosequin

Cosequin® Joint Health Supplement is the #1 veterinarian-recommended joint health supplement brand and serves as the Official Joint Health Supplement Sponsor of the Westminster Kennel Club Dog Show. Cosequin® contains high-quality ingredients that help to support joint health for dogs of all ages. For more information, please visit www.cosequin.com

About Trupanion

Trupanion is a leader in medical insurance for cats and dogs throughout the United States, Canada and Australia with over 800,000 pets enrolled. For over two decades, Trupanion has given pet parents peace of mind so they can focus on their pet's recovery, not financial stress. Trupanion is committed to providing pet parents with the highest value in pet medical insurance with unlimited payouts for the life of their pets. Trupanion is the only provider with the technology to pay veterinarians directly in seconds at the time of checkout. Trupanion is listed on NASDAQ under the symbol "TRUP". The company was founded in 2000 and is headquartered in Seattle, WA. Trupanion policies are issued in the United States by its wholly-owned insurance entity American Pet Insurance Company and distributed by Trupanion Managers USA, Inc., and, in Canada, by Omega General Insurance Company and distributed by its wholly-owned subsidiary Canada Pet Health Insurance Services, Inc., dba Trupanion. Trupanion Australia is a partnership between Trupanion and Hollard Insurance Company. For more information, please visit trupanion.com.

About Embark Veterinary, Inc.

Embark Veterinary, Inc. was launched in 2015 by two brothers, Adam and Ryan Boyko, who have a passion for scientific research and a lifelong love for dogs. Starting with their best-in-class canine DNA test, Embark is building a powerful platform for scientific discovery that will accelerate advancements in personalized dog care. Embark offers the most scientifically advanced, most trusted, and highest-rated dog DNA tests on the market that helps dog owners, breeders, and veterinarians learn about their dog's breed, health, and ancestry. Customers gain hundreds of actionable insights that inform more proactive care, and every test fuels new research to help all dogs lead longer, healthier lives. Embark is an official research partner of Cornell University College of Veterinary Medicine, was named to the Inc. 5000 list for the past two years, and was included on Forbes' next billion-dollar startups list. For more information, visit Embark's website at EmbarkVet.com, and follow Embark on Facebook, Twitter, and Instagram.

About ECOVACS Robotics

ECOVACS Robotics, established in 1998, is a world-leading brand of service robotics, including floor cleaning robots, window cleaning robots, air purification robots, lawn mower robots, and commercial cleaning robots. With a vision of "Advancing robotic technologies to serve the world to create a holistic ecosystem between human and robotics in lifestyle and production," ECOVACS aims to fulfill the mission of "Robotics for All." They keep the innovation spirit alive as they look to create diverse robotics products to serve customers from different parts of society. Visit ECOVACS' website, Instagram, Facebook, Twitter, TikTok, and YouTube for more information.

About Playology

Playology was founded by dog lovers with one simple mission: to make pets' lives better through meaningful innovation. Each of our toys captivates a dog's keen sense of smell by releasing tiny, all-natural scent particles with every chew, keeping them engaged up to 7x longer. Our products are designed with different ages, weights, breeds, and play styles in mind to engage their specific natural instincts—because we believe a dog's toys should be just as unique as they are. Shop online and nationwide at selected retailers. For more information, visit playologypets.com, or follow us on Instagram and Facebook.