

# NEWS RELEASE

For Immediate Release



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## Driven by Performance

*Partners Eukanuba Pet Foods, Morris Animal Foundation and Canine Companions*

Race for the Cause at the Verizon Festival of Speed Presented by SPEEDCOM

SANTA ROSA, Calif. (May 6, 2009) – What do race cars, dog food, assistance dogs, and canine cancer research have in common? Performance. Racecar fans want the best for their vehicles; dog lovers want the best for their canines; and people with disabilities need high performing assistance dogs.

Grand Am, Mazda Raceway Laguna Seca, and Eukanuba Pet Foods will be driving together at the Verizon Festival of Speed presented by SPEEDCOM on May 15-17 to help raise awareness for the nonprofits Canine Companions for Independence and Morris Animal Foundation. The five organizations are all driven by performance – from high performance racecars to dogs with exceptional skills – and will attend the race event together for the first time at the Mazda Raceway Laguna Seca in Monterey, Calif.

Informational booths, special dog demonstrations and exciting giveaways are in store for race fans. Come learn about dog nutrition, efforts to prevent and cure canine cancer and what it takes to be a volunteer puppy raiser to help provide an assistance dog to a child or adult with a disability.

“Eukanuba Pet Foods is proud to be a part of this exciting event with two of our long-time partners, Morris Animal Foundation and Canine Companions for Independence,” said Krenda Frushour, Eukanuba Pet Foods Brand Manager, “we’re proud to lend our support to these worthy causes, service animals and canine cancer research.”

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The organizations will also be participating in a special presentation at the racetrack on May 16 for the local Boy Scouts to help Boy Scouts earn a Merit Badge on Dog Care.

Representatives from Eukanuba Pet Foods and Morris Animal Foundation will talk with the scouts about basic veterinarian needs and health care issues of dogs. Morris Animal Foundation's Canine Cancer Campaign is a global effort to prevent, treat and cure cancer, which is the no. 1 cause of death in dogs over age 2. The Verizon Festival of Speed by SPEEDCOM is one of many events around the country to raise awareness of the disease and funding for cancer research.

Canine Companions for Independence puppy raiser volunteer Kathy Zastrow, along with Monroe, a gorgeous golden retriever, will demonstrate basic dog obedience skills for the scouts. Kathy has been volunteering as a puppy raiser for Canine Companions over 16 years. From Eldorado Hills, CA, Kathy became involved with Canine Companions when looking for a family community service project she could do with her three sons.

"When you see a person with a disability living a more independent life because of your puppy raising commitment, it makes the whole experience so worthwhile," says Kathy. Canine Companions for Independence assistance dogs know over 40 commands to help their human partners – for example, pick up dropped items they cannot reach, switch on a light switch or open a door, etc.

The public is invited to come meet the dogs and visit all three booths at the Verizon Festival of Speed presented by SPEEDCOM May 15-17. California residents can get a free ticket with every one they buy (BOGO). Please call the Mazda Raceway Laguna Seca Ticket Office for details at (800) 327-7322.

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## About Canine Companions for Independence

Canine Companions for Independence is the largest non-profit provider of trained assistance dogs with five regional training centers across the country. Established in 1975, Canine Companions provides highly trained assistance dogs to children and adults with disabilities and is recognized worldwide for the excellence of its dogs, and quality and longevity of the matches it makes between dogs and people. There is no charge for the dog, its training and on-going follow-up services. For more information, visit [cci.org](http://cci.org) or call 1-800-572-BARK.

## About Morris Animal Foundation

Morris Animal Foundation, a 501(c)(3) nonprofit established in 1948, is dedicated to funding [animal health research](#) that protects, treats and cures companion animals, horses and wildlife. MAF has been at the forefront of funding breakthrough research studies benefiting animals on all seven continents. MAF has its headquarters in Denver. [Charity Navigator](#) ranks MAF as a four-star charity, the highest rating. MAF is a [BBB Wise Giving Alliance](#) Charity Seal Holder. For more information, call 800.243.2345 or visit [MorrisAnimalFoundation.org](http://MorrisAnimalFoundation.org).

## About P&G Pet Care

For more than 60 years, Procter & Gamble Pet Care (NYSE:PG), the maker of Iams, Eukanuba, and Iams Veterinary Formulas has enhanced the well-being of dogs and cats by providing world-class quality foods and pet-care products. To learn more about Iams Veterinary Formulas or general pet care and nutrition information, call the Iams Veterinary Formulas Specialists at (800) 535-8387. You can also visit us on the Web at <http://www.iams.com> or <http://www.eukanuba.com>.

## About Mazda Raceway Laguna Seca

Mazda Raceway Laguna Seca was established in 1957. The world-renowned raceway has been operated since its inception by the Sports Car Racing Association of the Monterey Peninsula (SCRAMP), a not-for-profit 501C(4) corporation. Each race season, SCRAMP donates its net proceeds to the volunteer groups that help put on the races.

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