

# PEOPLE & PETS

## “Kyle’s Miles” Drives NASCAR Fans Crazy For The Cause Of Dog Adoption

(NAPSA)—In a sport where every lap counts towards the race for the NASCAR Sprint Cup, one of this year’s hottest drivers is making every lap count for a cause close to his heart: dogs.

To help raise awareness and funding for the millions of dogs in shelters and breed rescue organizations, dog-owner and NASCAR-driver Kyle Busch has joined forces with PEDIGREE Food for Dogs—NASCAR Fans’ Best Friend and proud sponsor of the No. 18 PEDIGREE Toyota—to create “Kyle’s Miles,” a program aimed at raising \$100,000 for The PEDIGREE Adoption Drive Foundation.

Now through October 15, 2008, NASCAR fans and dog lovers can log on to [www.Dogsrule.com](http://www.Dogsrule.com) to make a monetary pledge to sponsor miles of any of Busch’s Sprint Cup races during that window; a roster which will sport 25 races and more than 10,000 miles. Donations from pledges will directly benefit The PEDIGREE Adoption Drive Foundation, a nonprofit organization that provides funding to 501(c)(3) status animal shelters and breed rescues nationwide. Busch kicked off the program from Richmond, Va., where he raced the No. 18 PEDIGREE Toyota for the first time during the Crown Royal Presents the Dan Lowry 400 on May 3, 2008.

“As the owner of two dogs, I know how happy they can make you, so to me it’s really sad that each year 4 million dogs end up in animal shelters and breed rescue organizations and 2 million never



**NASCAR driver Kyle Busch posed with local shelter dogs at Richmond International Raceway, to announce “Kyle’s Miles,” a program aimed at raising \$100,000 for homeless dogs as part of The PEDIGREE Adoption Drive.**

make it out,” said Busch. “Kyle’s Miles hopes to raise money and awareness for the dogs that are so often overlooked and I’m excited to be able to do my part to help.”

As an added incentive to the Kyle’s Miles program, anyone who sponsors miles is automatically entered into a sweepstakes to win a trip for two to Phoenix in November to meet Busch and attend the Checker Auto Parts 500 at Phoenix International Raceway on November 9, 2008. Those who’d like to enter the sweepstakes but not sponsor Kyle’s Miles can also do so at [www.Dogsrule.com](http://www.Dogsrule.com).

The fourth annual PEDIGREE Adoption Drive launched in Feb-

ruary 2008, with a goal to raise more than \$1 million for The PEDIGREE Adoption Drive Foundation. Because of their love for dogs, PEDIGREE Food for Dogs created The PEDIGREE Adoption Drive to help shine a spotlight on the plight of homeless dogs. Through no fault of their own, more than four million dogs end up in shelters every year. Sadly, nearly half of those canines never find a place to call home, a trend that the PEDIGREE Brand and Busch hope to help reverse.

In addition to making a donation to Kyle’s Miles, there are several easy ways NASCAR fans can take part in The PEDIGREE Adoption Drive all year long that help benefit the foundation:

- Anytime you purchase a PEDIGREE product, a donation is made to benefit the foundation.
- Visit [Dogsrule.com](http://Dogsrule.com) to browse Dogs rule. gear, a line of merchandise and apparel for dog lovers. Proceeds after expenses from the sale of all Dogs rule. items benefit The PEDIGREE Adoption Drive Foundation.

- Additionally, those who adopt a dog from a local shelter or breed rescue anytime during 2008 are eligible for a free, one-month supply of food as a thank-you from PEDIGREE.

To learn more about adoption and find a shelter near you, visit [www.Dogsrule.com](http://www.Dogsrule.com). PEDIGREE Brand products are available at grocery, pet specialty and mass merchandise outlets nationwide. For more news about PEDIGREE Brand, log on to [www.marsnewsroom.com](http://www.marsnewsroom.com).