



## **FOR IMMEDIATE RELEASE**

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### **USDAA Welcomes Purina Pro Plan as Cynosport Presenting Sponsor in 2023**

Plano, Texas—April 21, 2023—United States Dog Agility Association® is pleased to announce a new sponsor and event name: Cynosport® Dog Agility World Games Presented by Purina Pro Plan. The year-end championship will be held October 18 – 22, in Murfreesboro, Tenn.



“Purina Pro Plan, a leader in dog nutrition and research, recognizes the importance of performance dogs and the sport of agility in showcasing the ultimate canine athletes. They joined USDAA as an advertiser two years ago and know agility is a high-energy, growing sport. We appreciate their support and expansion of their role as our Cynosport 2023 presenting sponsor,” said Ken Tatsch, USDAA President and Founder.

“Pro Plan is so pleased to sponsor Cynosport World Games Presented by Purina Pro Plan,” said Scott Smith, Managing Director at Purina. “We know that active dogs need fine-tuned nutrition for strength and stamina, which is why we make food to help canine athletes excel at their sport. The amazing handlers and athletic dogs at this competition are certainly at the top of their game, so supporting this event is a great fit for us.”

Earlier this year it was announced that Purina Pro Plan would host the USDAA regional championship September 8-10 at its Purina Farms in Gray Summit, Mo. The event is being organized by the long-running Greater St. Louis Agility Club and will be the final opportunity for competitors to qualify for entry and earn byes for the 2023 Cynosport World Games. To see the venue, visit [here](#).

## **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 46 million dogs and 68 million cats every year. More than 500 Purina scientists, veterinarians, and pet care experts ensure our commitment to unsurpassed quality and nutrition.

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](http://purina.com) or [subscribe here](#) to get the latest Purina news.

## **About Purina Pro Plan**

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. For more information, visit [www.proplan.com](http://www.proplan.com) or follow @ProPlan on Twitter, Instagram, or Facebook.

## **About USDAA®**

United States Dog Agility Association, Inc. (USDAA®) is the world's largest independent authority for the sport of dog agility, with more than 50,000 registered competitors and hundreds of breeds of dogs, including mix breeds. Credited with bringing the sport to North America in 1986, USDAA is dedicated to promoting dog agility as a recreational family sport that fosters responsible pet ownership. USDAA also supports special programs such as the Intercollegiate Dog Agility Association (IDAA<sup>SM</sup>), World Cynosport Rally Limited (WCRL), and USDAA@Home!<sup>TM</sup>. For more information, visit [www.usdaa.com](http://www.usdaa.com).