



Dog Lovers Judge the 'Pet Comedy Challenge'

Purina-sponsored "Pet Comedy Challenge" lets dog lovers vote online for their favorite comedian contestant.

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Purina is looking for help helping judging contestants in the "Purina Pet Comedy Challenge," a competition featuring comedians telling pet-themed, family-friendly jokes.

The challenge started with a four-city tour that kicked off in Philadelphia and visited Orlando, Fla.; Omaha, Neb; and Tempe, Ariz.

At each tour stop, 15 local comedians performed a five-minute stand-up routine that included their funniest family-friendly pet jokes. A panel of judges determined who they thought was the cat's meow based on originality, relevancy of pet-inspired humor and crowd response.

In each of the four cities, judges selected two winners who will travel to the Challenge finals in St. Louis on March 17, where the "Top Dog" will take home \$10,000.

The third and fourth place winners from each city are now featured on petcentric.com, where people can view videos of them telling jokes about their furry four-legged friends, and then vote for their favorite.

Based on online voting, the two comedians who receive the most votes will then join the eight regional finalists in St. Louis. There, the 10 selected comedians will participate in an animal joke-off for the first prize of \$10,000.

For more information and to submit your vote, visit www.petcentric.com