

The DogChannel Newswire (12-3-08)

Super Bowl XLIII is going to the dogs; pup photo contest winner revealed; and other news.

Posted: December 23, 2008, 5 a.m. EST

Dog Food Ad to Try a New Trick

Pedigree, a dog-food brand owned by Mars, joins the likes of well-known marketers such as Anheuser-Busch, InBev, and PepsiCo in the advertising battle taking place during the gridiron matchup on Feb. 1. A Super Bowl ad for Mars Pedigree brand will promote dog adoption, the Wall Street Journal reports.

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Top Dog Winner: This Primo Pooch Is Pick of the Litter

Gracie, a 10-month-old Yorkie and Maltese mix from Nashville, is USA TODAY's top dog. With more than 11,000 votes, she is the winner of the publication's pup photo contest inspired by the movie Marley & Me, in theaters Dec. 25.

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'Heidi 4 Paws' Television Review

A Los Angeles Times TV critic pauses to reflect on the effect of dressed-up dogs retelling the beloved orphan-in-the-Alps 'Heidi' tale.

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Two Dogs Escape From Orange County Yard, Maul Woman

Orange County authorities say two 100-pound Mastiff dogs have been killed after they got loose and attacked two people. Ryan Drabek of county Animal Care Services says a gardener may have left a gate open and allowed the dogs to flee a Laguna Hills yard Thursday, KTLA News (Calif.) reports.

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Man, 60, Killed in Dog Attack in Riverside County

A 60-year-old Rubidoux, Calif., man died Friday afternoon after he was attacked by two dogs, the Inland Valley Daily Bulletin (Calif.) reports.

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