



Great Dane Is New Face of Milk-Bone

Milk-Bone names the winner of photo contest and first company “SpokesDog.”

Posted: March 2, 2009, 5 a.m. EST

Winston with his owner, Melissa RuppertA Great Dane named Winston from Mosinee, Wis., has risen above the competition to become the first-ever “SpokesDog” for the Milk-Bone brand.

The dog fetched the title, along with a \$100,000 treat, in a contest celebrating the bond between pets and their owners. As part of becoming the new face of the company, Winston will be featured on product packaging and take part in marketing projects for 2009.

The competition called on voters to pick a photo that best represented one of those genuine moments that strengthen the bond between a pet and his owner, according to Milk-Bone. Thousands of entries were submitted from across the country, said Christie Fleming, vice president of marketing, Del Monte Foods.

In the end, the photo of Winston and his smiling owner, Melissa Ruppert, facing each other as they rest on a lawn, captured the grand prize, which includes a \$100,000 contract to represent Milk-Bone. The contest was a celebration of the brand’s 100th anniversary.