



Man's Best Friend Vies for Victory Lane

NASCAR, Pedigree offer chance for pet dog to appear on race car.

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Dog-owning NASCAR fans can be a part of the action on the racetrack by entering their pet pooch into "The Luckiest Dog of NASCAR" contest sponsored by Pedigree Food for Dogs.

A new pet photo competition awards one NASCAR fan with the chance to have their dog's photo displayed on the No. 18 Pedigree Toyota Camry that Kyle Busch will race during the Checker Auto Parts 500 race in Phoenix, Ariz., on Sunday, Nov. 15. In addition, the owners of the winning dog get treated to a three-day/two-night trip to the race where they'll see their four-legged friend's face firsthand.

John Anton, Pedigree brand marketing director, said this contest is a chance for a pet owner to publicly profess the love they have for their dog. This also provides "a platform to celebrate the bond between them and their best friend," Anton added.

Entries are being accepted now through Sept. 12 at NASCAR.com/pedigreeluckiestdog, where dog owners can either upload a race-themed photo of their dog or vote on the other dogs' photos that have been shared. A panel of judges will pick one grand prize winner in October.