

## Dog Weight-Loss Challenge Kicks Off

**Nestlé Purina program encourages responsible, lasting weight loss in pets.**

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Nestlé Purina PetCare of St. Louis, Mo., recently launched the 2009 OM Weight-Loss Challenge, a program designed to facilitate responsible, lasting weight loss in dogs and cats.

Before beginning the challenge, eligible pets will be given a health assessment by their veterinarian. Pets in the program may be placed on Purina Veterinary Diets OM Overweight Management Canine or Feline Formula, low-fat, low-calorie diets.

Veterinarians provide owners with pet weight-loss tips. Some clinics may offer tools such as a feeding cup to accurately measure portion size.

Clients are encouraged to return to the clinic with their pets at 30-, 60- and 90-day intervals to measure weight-loss progress and assess health.

Veterinary clinics can qualify to win prizes if pets lose at least 5 percent of their starting body weight between June 1 and Nov. 30. Three clinics drawn at random from all valid and completed entry forms will win Best Buy gift cards: 1st place \$2,500; 2nd place \$1,000; and 3rd place \$500.

Every clinic will also receive a \$50 debit card for the first five valid and completed entry forms submitted (first 5,000 clinics only and limit one per clinic).

In addition, pet owners receive a rebate of \$10 from a purchase of OM or \$12 from a purchase of OM and Lite Snackers.

“The Purina Veterinary Diets OM Weight-Loss Challenge offers veterinary clinics tools to establish protocols and programs that make it easy for them to partner with clients in pet weight management,” said Grace Long, DVM, director of veterinary technical marketing at Nestle Purina PetCare. “The challenge helps veterinarians and their staff members bring clients on board to help improve the health of their pets, and helps clinics develop a successful, ongoing weight-management program.”