

## Old Navy Searches for a Star

### Retailer announces nationwide casting call for new 'spokesdog.'

*Maureen Kochan*

Can your dog put a little Magic back in Old Navys ads?

On April 26 the company announced a nationwide search to find a new Magic, the popular mixed-breed spokesdog who appeared in more than 60 Old Navy ads beginning in the late 90s. The new Magic will star in an Old Navy ad campaign and, like the original, become part of the brands history.

The Canine Casting Call Tour makes its first stop in Los Angeles on May 5. A photographer will be on hand to snap photos of the wannabe spokesdogs, and there will be a custom dog tag station, photo booth, doggie treats and pet adoptions available to visitors. Additional casting events will be held in San Francisco on May 13, Chicago on May 20 and New York City on May 25. Owners can also enter their dogs online through May 29.

A panel of celebrity judges, including Katherine Heigl of Greys Anatomy, Malcolm David Kelley of Lost, and trainer Andrea Arden, will select six finalists. The public gets to pick the winner via online voting from June 23 through July 7.

The competition should be American Idol-intense. It takes a special dog with charisma and confidence to appear on television, Arden says..

The winner will debut in Old Navys Holiday 2006 campaign.

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