



Circuit City Searches for Star-Quality Dogs

Popular electronic stores holds contest to raise money for humane societies.

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Up to \$17,000 will be raised for humane societies, shelters, and other animal charities around the United States, due in part to Circuit City's contest to find a star-quality pooch to appear in one of their upcoming commercials.

"We are pleased to support local humane society organizations while providing consumers with a fun opportunity to share their favorite pictures of their four-legged friends," says Tim Palmer, vice president of marketing for Eastman Kodak, who is co-sponsor of the contest.

Nearly 7,000 photos were submitted during the first phase of the contest in November and early December 2007. A panel of Kodak photographers selected the Top 20 images of finalists from 14 states. From Jan. 6 through 26, 2008, dog lovers from across the country are invited to visit www.firedog.com/kodak to vote for their favorite photo.

"We're especially looking forward to this next phase of the contest," says Peter C. Weedfald, senior vice president and chief marketing officer at Circuit City Stores Inc. "Because Circuit City is donating \$1 for every online vote into a shared prize pool, up to \$100,000, shelters across the country will benefit from the contest, and we're excited to be able to support their good works in the community."