



Dogs Light Up NYC's Times Square

More than 9,000 photos of dogs will appear on the Reuters/NASDAQ Digital Tower Billboard today.

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Sassy, a 2-year-old Yorkshire Terrier from Marysville, Wash., will be among more than 9,000 dogs whose pictures will be displayed high above New York City's Times Square today during an all-day event sponsored by Purina Dog Chow brand dog food.

Sassy and her owner Dayna Culbertson were picked from among thousands of entries to travel to New York City for the debut of the virtual "dog park," which will be broadcast via the Reuters/NASDAQ Digital Tower Billboard and simulcast on the Internet at www.pictureyourdogintimesquare.com

The event launched last spring with spokesperson and "Dancing with the Stars" winner Drew Lachey and his German Shepherd Dog Luka inviting owners to visit the website to upload photos of their dogs.

Purina Dog Chow has donated money to several charities that support dog parks and animal welfare in honor of the event, including the Provincetown (Mass.) Dog Park Association and the Friends Forever Humane Society in Freeport, Ill.

The photos begin to roll at 6:00 a.m. EDT and run until 2:00 a.m. EDT Friday. To learn more, or to search the virtual "dog park" database, visit www.pictureyourdogintimesquare.com