



## NASCAR Driver Races for Dog Rescue Groups

**Kyle Busch and dog food maker Pedigree create program to raise funds for shelters and rescue organizations.**

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NASCAR driver Kyle Busch plans to raise funds for the Pedigree Adoption Drive and benefit rescue groups and shelters. To help raise awareness and funding for shelter dogs and breed rescue organizations, Pedigree Food for Dogs, a Mars Inc. brand, and NASCAR driver Kyle Busch created the Kyle's Miles program.

Under the program, which runs through Oct. 15, dog lovers and fans of Busch can pledge \$1 for miles Busch races during 25 races in the Sprint Cup season (minimum \$10 donation and maximum donation of \$10,473. Pledges can be made online at [www.dogsrule.com](http://www.dogsrule.com)

Funds raised will be donated to the Pedigree Adoption Drive Foundation, an organization that funds nonprofit animal shelters and dog breed rescues.

"As the owner of two dogs I know how happy they can make you, so to me it's really sad that each year 4 million dogs end up in animal shelters and breed rescue organizations and 2 million never make it out," Busch says. "Kyle's Miles hopes to raise money and awareness for the dogs who are so often overlooked."

The foundation launched its fourth annual Pedigree Adoption Drive in February, with the goal to raise \$1 million, including \$100,000 through the Kyle's Miles program, in 2008. Donors are entered into a sweepstakes to win a trip to watch Busch race the No. 18 Pedigree Toyota Camry on Nov. 9 in the Checker Auto Parts 500 in Phoenix, Ariz.

Busch also is scheduled to race the No. 18 Pedigree Toyota Camry on Oct. 5 in Talladega, Ala., after debuting the car May 3 in Richmond, Va. Busch drives the No. 18 M&M Toyota Camry and the No. 18 Snickers Toyota Camry. M&M and Snickers are also Mars brands.