



A Party for the Dog With No Birthday

Purina's Fur-real Birthday Pawty recognizes pets whose birth dates are unknown.

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According to a survey conducted by Purina of 1,000 pet owners in the United States, 43 percent don't know the exact birth date of their pet. Only 17 percent celebrate their pet's birthday on the actual birth date, 30 percent said they celebrate on the day their pet was adopted, and 16 percent of owners just pick a random day to recognize their pet's birthday.

So, in honor of National Pet Month and all pets with no set birthday, Purina is hosting a nationwide Fur-real Birthday Pawty on Saturday, May 17. Owners and shelters across the nation are encouraged to celebrate the rescued dogs and cats who have unknown birthdays.

"Pets lift our spirits everywhere they go," says Kimberly Schlegel Whitman, an entertaining expert and author of "Dog Parties: Entertaining Your Party Animals." "Events like these give pet owners the opportunity to honor the companion who provides them with friendship when they are lonely, comfort when sick, and of course, unconditional love. I encourage all pet owners to celebrate their pet when it's their special day."

For party theme ideas, decoration tips, and more information, visit www.purinapetlover.com