

## Target's Doggie Mascot Attends Iditarod

**The Bull Terrier greeted dozens of fans during the race's opening ceremony.**

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Bullseye, Target's mascot, is a working dog like no other. The 5-year-old Bull Terrier enjoys first-class flights, travels with a trainer, and has her very own makeup artist.

During a recent appearance at the Iditarod Trail Sled Dog Race in Anchorage, Bullseye calmly worked the crowd wearing a red sweater, matching booties, leather collar, and trademark bull's-eye, which is applied over her left eye by trainer and makeup artist Rose Ordile of Animals of a Different Color using nontoxic red paint.

Bullseye was in Alaska to promote Target's Teacher on the Trail sponsorship. She attended the Iditarod opening ceremony and played it cool as fans swarmed around her. "She's special," says owner and trainer David McMillen of Worldwide Movie Animals to Anchorage Daily News.

Bullseye has been the Target mascot since 1999. She does about 24 appearances every year, and lives with McMillen on a ranch when she's not working. "She has about 20 playmates that she runs around with," McMillen says. "Otherwise, she's just a dog. She does a lot of lying around."

The 1,100-mile Iditarod, which kicked off Sunday, commemorates a run by sled dogs in 1925 to deliver lifesaving diphtheria serum to Nome, Alaska.