

# 175-pound Leonberger wins Rawhide Brand® Chunky Chews first National Dog Photo Challenge

*Acorn's Found the Midas Touch of Howell, MI named the 2009 fetching face for Chunky Chews*



**HAMPSHIRE, Ill. — February 26, 2009 —** Acorn's Found the Midas Touch, otherwise known as "Midas," has won the Ultra-Premium Rawhide® Chunky Chews photo challenge according to Darlene Frudakis, president and COO of PetAg, Inc. The four year-old, 175-pound Leonberger owned by Howell, MI resident, Julie Pepper, will receive a \$250 gift package in addition to being featured in PetAg's 2009 online promotional campaign. Pepper entered the contest after purchasing a Chunky Chew® Safety Knot™ bone with an added beef tendon — two treats in one — from petco.com.

"Midas truly represents the big breeds that benefit from the patented safety-knot design and the glucosamine nutraceuticals that address joint issues that come with size and age," said Frudakis.

## Meet Midas



Midas is already a community celebrity. Pepper explained that Midas travels to St. Joseph Mercy Hospital in Howell, MI where he visits patients and staff regularly. His therapy work there earned him a special tribute by the State of Michigan in 2007. Midas and Pepper also visit the Fowlerville, MI library bi-weekly, where children get the opportunity to read to Midas. When his schedule allows, Midas visits Town Commons Assisted Living, The Brighton and Howell Libraries during their summer reading program and St. Joseph Mercy Hospital in Ypsilanti, MI. Going to Children's Hospital in Detroit and Henry Ford Hospital in West Bloomfield are is on his future travel schedule.

Pepper owns a dog grooming business, Bathe Your Buddy, in Brighton, MI, and has raised Leonbergers for over eight years. She is a United Kennel Club conformation and junior handling judge, as well as a breed club judge. While other Leonbergers that Pepper has worked with have achieved rankings in the Top 5 in the United States, Midas' talents are reserved for therapy work and being a goodwill Leonberger ambassador.

## About Chunky Chews

Chunky Chews are made from the hides of 100% natural grass-fed beef cattle and processed without added chemicals, bleaches or preservatives. The product has layers of solid rawhide that is compressed and tied into the patented Round Safety-Knot design that designed for aggressive chewers.

For the past 25 years, Rawhide Brand Chews have been a favorite, natural rawhide product for dogs. The Ultra-Premium Rawhide Chunky Chews® were designed to meet the needs of owners seeking chews for their large-breed dogs. Ultra-Premium Rawhide Chunky Chews® and other PetAg products can be purchased in retail outlets where pet products are found, and by mail order.

If you have any further questions regarding the Breeder's Club or PetAg products, please call 1-800-557-5782.