

MEDIA ADVISORY* * MEDIA ADVISORY* * MEDIA ADVISORY* * MEDIA ADVISORY

**THE POWER OF PETS™ BY MARS PETCARE AND THE YMCA OF GREATER MIAMI
CELEBRATES PETS AND FITNESS WITH WOOF WALK FUN RUN**

WHAT: This year, THE POWER OF PETS™ by Mars Petcare is focused on spreading the word about the power of dog walking, a fun way for families to “paw-sitively” increase their physical activity levels while spending more time together and outdoors!

On November 12, Mars Petcare and the YMCA of Greater Miami will host a “Woof Walk Fun Run”, highlighting how our pets can be part of a healthy and active lifestyle. With obesity levels rising in both humans and pets, this fun and festive event will encourage pet owners to get up, get out and get moving!

The latest research suggests that regular walking can lower the risk of heart disease, reduce blood pressure and may help combat obesity in both humans and pets. Nearly 40% of U.S. households have a pet dog, and nearly two-thirds of dog owners engage in exercise on a weekly basis because of their furry friend – proving that pets can be a big part of a healthy, active lifestyle. Join us for a furry, fun-filled day, complete with free wellness checks, dog obstacle course instruction, fitness demonstrations and family-friendly activities!

ACTIVITIES: 2k community dog walk
Free wellness checks by veterinarians from Banfield® Pet Hospital
Dog obstacle course
Dog yoga demonstrations
Bounce house and face painting
DJ

WHEN: Saturday, Nov. 12
10 a.m. – 1 p.m.

WHERE: North Pointe YMCA Youth Activity Center
6881 NW 179 Street
Miami, FL 33015

ADMISSION: Dogs – Free
Owners - Free

MORE INFO: Visit www.facebook.com/PowerofPets

THE POWER OF PETS™ by Mars Petcare, a community-focused initiative that celebrates the health benefits of pet ownership, is focusing its 2011 program on dog walking as a way for families to increase their physical activity levels while spending more time together and outdoors. Mars, the largest global petcare company, owns some of the world’s most beloved brands including, CESAR®, PEDIGREE®, NUTRO®, WHISKAS®, ROYAL CANIN®, and BANFIELD® Pet Hospital.

CONTACT: To secure interviews, visuals and media access, contact:
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