



FOR IMMEDIATE RELEASE:

**MARS PETCARE AND THE YMCA OF GREATER MIAMI HOST
COMMUNITY DOG WALK AT NORTH POINTE YMCA YOUTH ACTIVITY
CENTER**

Event Highlights Dog Walking As A Way to Stay Healthy and Fit

MIAMI (November 8, 2011) – On Saturday, Nov. 12, Mars Petcare and the YMCA of Greater Miami will host a “Woof Walk” Fun Run to help promote dog walking as a way for families to increase their physical activity levels while spending more time together and outdoors.

The event, part of THE POWER OF PETS™ by Mars Petcare 2011 program, will feature a 2k community dog walk that will kick-off at 10 a.m. at the North Pointe YMCA Youth Activity Center, located at 6881 NW 179 Street in Miami. The walk will be followed by a family and pet fitness festival featuring dog yoga, a dog agility course, pet wellness checks by Banfield® veterinarians, arts and crafts, music and face painting. Admission is free and open to all well-behaved leashed pets and pet owners in the community.

“THE POWER OF PETS™ demonstrates how pets can be an important part of a healthy and active lifestyle by highlighting dog walking as an accessible and affordable way to keep families and pets fit and engaged with the community,” said Debra Fair, vice president of corporate affairs, Mars Petcare US. “Mars Petcare is proud to bring this message to the greater Miami community.”

Research suggests that regular walking can lower the risk of blood pressure and may help combat obesity in both humans and pets. Dog walking can be a gateway to a healthier and more active lifestyle for the nearly 40 percent of U.S. households that own a dog. A recent Mars Petcare survey found that nearly two-thirds of dog owners engage in exercise on a weekly basis because of their dog and that dogs are the driving force behind two-thirds of the walks their owners take each week.

“The Y is excited about this unique day of healthy family fun that includes our best friends and beloved family members - our pets,” said Alfred Sanchez, CEO and President of the YMCA of Greater Miami. “Thanks to partners like Mars Petcare, THE POWER OF PETS™ the Y is able to share with more of our community about ways to incorporate healthy habits in their daily lives.”

THE POWER OF PETS™ Program

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 more time 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.

For more information, please visit THE POWER OF PETS™ fan page at Facebook.com/powerofpets. This page will be regularly updated with upcoming event information, tips for exercising with your pet and facts about the benefits of human-animal interaction.

About Mars Petcare

Mars is the world's largest petcare manufacturer producing some of the world's most beloved brands such as PEDIGREE[®], WHISKAS[®], SHEBA[®], CESAR[®], ROYAL CANIN[®], NUTRO[®], GREENIES[®], KITEKAT[®], CHAPPI[®], and CATSAN[®] Food for Pets. Mars Petcare is also home to Mars Fishcare, Mars Horsecare, and Banfield[®] Pet Hospital. The Waltham Centre for Pet Nutrition provides the science behind our leading petcare brands. Based in McLean, Virginia, Mars, Incorporated has net sales of more than \$30 billion and six business segments including Petcare, Chocolate, Wrigley, Food, Drinks and Symbioscience. More than 65,000 associates worldwide are putting our Mars Principles in action every day to make a difference for people and the planet through our performance. For more information, please visit www.mars.com.

About the North Pointe YMCA Family Center

The North Pointe YMCA Family Center and Youth Activity Center is a partnership between the YMCA of Greater Miami and Miami-Dade County Park and Recreation Department. With a dedication to youth development, healthy living and social responsibility, the North Pointe YMCA Family Center offers programs for youth and adults including wellness, health and fitness.

About YMCA of Greater Miami

With family centers throughout Miami-Dade and upper Monroe County, the YMCA of Greater of Miami is one of South Florida's leading non-profit organizations. The Y engages the South Florida community to nurture the potential of children and teens, improve the nation's health and well-being, and provide opportunities to give back and support neighbors. Focusing on strengthening communities through youth development, healthy living and social responsibility, the Y offers services such as youth sports, aquatics, after-school, preschool and child care, summer camp, health and fitness programs, and membership. For more information about the YMCA of Greater Miami, call toll free 1-877-WOW-YMCA or visit www.ymcamiami.org.

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