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THE WESTMINSTER KENNEL CLUB AND NUTRAMAX PARTNER TO SUPPORT A SERVICE DOG IN TRAINING

A Golden Retriever puppy was Selected for the Support Dog Training Program

New York, NY — The Westminster Kennel Club and Nutramax Laboratories Veterinary Sciences, Inc., the parent company of the Cosequin® brand of pet joint supplements, is proud to announce they have partnered to sponsor a puppy in training with the Valor Service Dogs program. A Golden Retriever puppy named Betty joined the program this year to undergo 18-24 months of training before being placed as a service dog with a military veteran or first responder in need. Following a Valor Service Dog tradition, this retriever was named after a notable military service member, the late Betty White, who reportedly served in the American Women's Voluntary Services during WWII.



The Westminster Kennel Club's support of the puppy in the Valor Service Dog program continues the organization's longstanding history of giving back. Throughout its 146-year history, Westminster has supported military and service dogs through donations to the American Red Cross during World War I, Dogs for Defense during World War II, and more recently, Guide Dog Foundation for the Blind, and the Warrior Canine Connection.

This is the eighth year that Nutramax has supported the Westminster Kennel Club events. The joint effort to support a service dog in training expands the longstanding partnership that has produced popular social media campaigns over the years, including Reflecting on the Win, Agility Training Tips, and a special edition of the popular Puppy Tails featuring past Westminster winners.

The Valor Service Dog organization trains puppies as mobility assistance and PTSD service dogs for military veterans and first responders. These highly trained companions help their owners regain their independence and reintegrate into their communities.

Betty, the Golden Retriever pup, will appear at the 146th Annual Westminster Kennel Club Dog Show presented by Purina Pro Plan, held at the Lyndhurst Estate in Tarrytown, New York. To follow Betty's journey, follow @WKCDogShow.

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About the Westminster Kennel Club

The Westminster Kennel Club, established in 1877, is America's oldest organization dedicated to the sport of dogs. It hosts the iconic, all-breed Westminster Kennel Club Dog Show, the second-longest, continuously held sporting event in the U.S., and since 1948, the longest nationally televised live dog show. The annual dog show—a conformation competition for purebred dogs—and the Masters Agility Championship and Masters Obedience Championship— where dogs from all backgrounds are eligible to compete—make Westminster Week with its over 3,000 dogs from the U.S. and around the world a pinnacle experience for any dog lover. America's Dog Show has captivated canine enthusiasts for more than a century. The Club's mission, which enhances the lives of all dogs, celebrates the companionship of dogs, promotes responsible dog ownership, and breed preservation. WESTMINSTER. *There's only one.*® Visit: westminsterkennelclub.org and follow us @WKCDogShow.

About Nutramax Laboratories Veterinary Sciences, Inc.

Since its inception, Nutramax Laboratories Veterinary Sciences, Inc. has researched, developed and distributed products that support the quality of life for pets. The company has become an industry leader in setting and adhering to high standards in manufacturing and quality control, while continuously conducting and supporting laboratory research and clinical studies on its respective products. Products include COSEQUIN® and DASUQUIN® joint health supplements, DENAMARIN® for liver support, PROVIABLE® for digestive health, SOLLIQUIN® for behavioral health and WELACTIN® for skin/coat health.

About Valor Service Dogs

Valor Service Dogs is a 501(c)(3) tax-exempt nonprofit organization that helps wounded post-9/11 veterans and first responders regain their independence, return to civilian life, and maintain successful partnerships through the training and placing of mobility assistance and PTSD service dogs. In addition to aiding veterans and first responders in community reintegration, both physically and psychologically, Valor Service Dogs bring awareness and education to the general public on service dogs, their training, and the laws that allow service dogs to be active members of society.