



**For Immediate Release  
August 1, 2012**

**THE HUB TV NETWORK GIVES EVERY DOG ITS DAY  
WITH 'THE HUB'S PUP-ULARITY CONTEST' DURING WEEK-LONG  
'DOG DAYS OF SUMMER' PROGRAMMING EVENT**

**Nationwide Search for America's Happiest Dog Kicks Off August 1;  
Prizes Include Donation to the Petfinder Foundation and Trip to Hollywood  
For the Ultimate in Puppy Pampering**

**"Pound Puppies" Voice Talent Yvette Nicole Brown  
To Unveil Winning Dog in On-Air Announcement**

LOS ANGELES – [The Hub](#) TV Network, a destination for kids and their families, gives every dog their chance for a moment in the spotlight during the network's annual **"Dog Days of Summer"** programming event, August 20-25, featuring a week of canine-themed movies and culminating in a marathon of the popular animated series **"Pound Puppies"** (Saturday, August 25, 9-11 a.m. ET), produced by Hasbro Studios.

To kick off the tail-wagging celebration, the network is launching "The Hub's Pup-ularity Contest" August 1 in a search for America's happiest dog. The winner will be chosen from among nationwide consumer-submitted photos on [Hubworld.com](#).



<http://youtu.be/NyZD4aO9fP0>

Beginning August 1 and continuing through August 8 at [Hubworld.com](#), dog owners across America can submit a photo of their smiling pooch for a chance to win "The Hub's Pup-ularity Contest."

Beginning August 11, visitors to [www.hubworld.com/dogdays](http://www.hubworld.com/dogdays) can vote on the dog they decide is the happiest pup in the pack. The winning dog will be unveiled in an on-air announcement during The Hub's special "Pound Puppies" marathon (Saturday, August 25, 9-11 a.m. ET) by "Dog Days of Summer" spokes-pup Cookie, a popular character from "Pound Puppies" (voiced by Yvette Nicole Brown, "Community").

In keeping with the Pound Puppies' motto "A pup for every person and a person for every pup," the grand prize includes a donation in the winner's name to the [Petfinder Foundation](#), a non-profit organization that supports thousands of animal welfare organizations dedicated to finding loving homes for pets in shelters and rescues. The winning dog also receives a puppy-pampering trip to Hollywood, CA, with his or her owner and three of their human friends as well as a \$2,500 cash prize and a doggie spa gift certificate.

During the "Dog Days of Summer" programming event, leading up to the exciting announcement, The Hub will present a week of family-favorite, dog-themed prime time movies, including:

- Monday, August 20, 8 p.m. ET: **Hotel for Dogs** (The Hub TV Network premiere, encore Saturday, August 25, 9 p.m. ET)
- Tuesday, August 21, 8 p.m. ET: **Air Bud 3: World Pup**
- Wednesday, August 22, 8 p.m. ET: **Scooby-Doo** (The Hub TV Network premiere)
- Thursday, August 23, 8 p.m. ET: **Air Bud 4: Seventh Inning Fetch**
- Friday, August 24, 8 p.m. ET: **Scooby-Doo 2: Monsters Unleashed** (The Hub TV Network premiere, encore Saturday, August 25, 7 p.m. ET)

The pup-ular half-hour animated series "Pound Puppies" (Saturdays at 9 a.m. ET) follows a rag-tag team of shelter dogs dedicated to finding loving homes for lonely puppies. The "Pound Puppies" marathon (Saturday, August 25, 9-11 a.m. ET) will feature favorite episodes of the top-rated series currently in its second season, and will conclude with an all-new episode, "The Accidental Pup Star," in which the Pound Puppies must discredit a viral video of Rebound singing and dancing before McLeish can make her into a Hollywood super star and reveal the Puppies' biggest secret.

The top-rated Hub Original Series stars the vocal talents of Eric McCormack, Alanna Ubach, Michael Rapaport, John DiMaggio and Yvette Nicole Brown. Betty White also stars in the recurring role of the indomitable Agatha McLeish.

Viewers will also have an opportunity to extend their engagement with "Pound Puppies" by playing the all-new "Pound Puppies Tunnel Time" game at [Hubworld.com](http://Hubworld.com). In the game, fans of the series collect toys, points and "chow" while avoiding obstacles as they dig the tunnels that will ultimately bring a pup together with a loving family.

### **About The Hub**

THE HUB is a multi-platform joint venture between Discovery Communications (NASDAQ: DISCA, DISCB, DISCK) and Hasbro, Inc., (NASDAQ: HAS) with a goal of entertaining, enlightening, empowering and educating children and their families. The cable and satellite television network features original programming as well as content from Discovery's library of award-winning children's educational programming; from Hasbro's rich portfolio of entertainment and educational properties built during the past 90 years; and from leading third-party producers worldwide. The Hub lineup includes animated and live-action series, as well as specials, game shows, and family-favorite movies. The network extends its content through a robust and

engaging online presence at [www.hubworld.com](http://www.hubworld.com). The Hub rebranded from Discovery Kids on October 10, 2010, and reaches more than 64 million U.S. households. The Hub logo and name are trademarks of Hub Television Networks, LLC. All rights reserved.

To find the channel in your area, please visit <http://www.hubworld.com> and check the channel locator at the top of the page.

Visit The Hub on Facebook at <http://www.facebook.com/hubtvnetwork>

Note: For artwork, visit [www.press.discovery.com](http://www.press.discovery.com)

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