



FOR IMMEDIATE RELEASE
January 8, 2010

Contact: Erin Pryor, 240-662-6781
Erin_Pryor@discovery.com

Melissa Berry, 240-662-2946
Melissa_Berry@discovery.com

RUFF AND TUMBLE SHELTER PUPS RUSH THE FIELD
FOR ANIMAL PLANET'S PUPPY BOWL VI

– *Watch These Rookies Take it to the House on Super Bowl™ Sunday* –

– *For the First Time Catch Panoramic Puppy Play from the Twizzler's® Blimp* –

(Silver Spring, MD) – If your favorite team is on the bench instead of in the playoffs this year, it's time to forget that post season slump. Some very special rookies are ready to take the field with a winning combination of tackles, fumbles, and even a few tumbles, for their shot at the end zone—or a tug toy—in Animal Planet's **PUPPY BOWL VI**. This annual canine battle is back as a new pack of pups mix it up on the grand gridiron of Animal Planet Stadium. On **Sunday, February 7, from 3-5 PM (ET/PT)**, an all-star line up of rambunctious, rescue pups competes in the ultimate showdown full of dogged defense, puppy penalties and fido first downs. Plus, for the first time in **PUPPY BOWL** history, all the action will be captured in panoramic view with aerial coverage provided by the Twizzler's® blimp and its rogue hamster crew. In another fun first, the sidelines will also be hopping with the addition of spirited bunny rabbit cheerleaders. Animal Planet has also booked a bevy of frolicking felines for an all-new edition of the **BISSELL® KITTY HALF-TIME SHOW**.

Straight from shelters, this year's Pedigree® starting line-up is filled with spunky spaniels, fierce French bulldogs and bustling beagles that are ready for action as they vie for the title of MVP (Most Valuable Puppy). **PUPPY BOWL VI** cameras catch all of the thrilling action as the puppies pounce and play, mimicking the rough-and-tumble moves of professional ballers. Our veteran **PUPPY BOWL** referee, Andrew Schechter, will be on hand to keep the players in line and to dole out any necessary "puppy penalties." With instant replays, the popular water bowl camera and the addition of the Twizzler's® blimp, viewers won't miss any of the action on the field.

-more-

2-2-2

“As the ref, it is my job to make sure the puppies have fun and play a safe, clean game,” says Andrew Schechter. “It is a privilege to participate in **PUPPY BOWL**, and the perks of cuddling, adorable puppies all day and raising awareness about pet adoption can’t be beat.”

If “The Who” is not your speed at halftime, the frisky felines are back for the **BISSELL KITTY HALF-TIME SHOW**. The lively kittens once again show off their stuff on a glittery stage while cheering fans enjoy their rocking halftime performance. These tiny tabbies and cuddly calicos prove that watching curious kittens chasing each other through confetti is truly entertaining.

All of the precious puppies featured in **PUPPY BOWL VI** come from shelters, including the SPCA of Anne Arundel County (Maryland), Pennsylvania SPCA, All Star Pet Rescue (New Jersey), and from as far away as Waveland Animal Shelter (Mississippi) and All Paws Rescue (Missouri). Viewers who are interested in adopting from a shelter in their area can visit **Petfinder.com**, the best online resource for finding adoptable pets.

To learn more about **PUPPY BOWL VI** fans can visit AnimalPlanet.com for some behind-the-scenes **PUPPY BOWL** moments and a chance to vote for this year’s MVP (Most Valuable Puppy).

PUPPY BOWL VI official sponsors include Pedigree, Progressive Insurance, the AAHA is the “official veterinarian” sponsor and Hershey’s® Kit-Kat bar is the ref’s official break-time snack.

PUPPY BOWL VI and the **BISSELL KITTY HALF-TIME SHOW** are productions of Discovery Studios. For Discovery Studios, Rob Burk is the executive producer. Melinda Toporoff is the executive producer for Animal Planet.

Animal Planet Media (APM), a multi-media business unit of Discovery Communications, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment. APM consists of the Animal Planet television network, available in more than 96 million homes in the US; online assets www.animalplanet.com, the ultimate online destination for all things animal; the 24/7 broadband channel, Animal Planet Beyond; Petfinder.com, the #1 pet-related Web property globally that facilitates pet adoption; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.

###