



FOR IMMEDIATE RELEASE

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**FIRST LADY MICHELLE OBAMA AND AMERICA'S FIRST DOGS HOST  
PUPPY TRAINING CAMP AT THE WHITE HOUSE TO KICK-OFF  
ANIMAL PLANET'S "PUPPY BOWL X"**

*– Students from Washington, D.C.'s Harriet Tubman Elementary School Help Get the Puppies Pumped  
For the Big Game as Part of the First Lady's Let's Move! Initiative on Sunday, February 2, at 3 PM (ET/PT) –*

(New York, New York, January 28, 2014) – Before this year's team of rookie shelter pups hit the field for Animal Planet's **PUPPY BOWL X**, the coaches enlisted a top-notch and very special training staff to get the puppies motivated and ready for the big game – First Lady Michelle Obama and America's top dogs, Bo and Sunny. Joined by 12 first-and second-grade students from Harriet Tubman Elementary School, the First Lady, Bo and Sunny put the puppies through their paces to make sure they were ready to compete on game day... and be healthy for life. While everyone knows it's important for children and families to be active to maintain a healthy lifestyle, it's important for the four-legged set, too. Inspired by the First Lady's *Let's Move!* initiative to overcome childhood obesity within a generation, Animal Planet wanted **PUPPY BOWL**'s athletic pooches to be ambassadors for canine fitness and fun for the whole family. Encouraging kids to exercise and play with their pet is a great way for them and their furry family members to be active and have fun. To see First Lady Michelle Obama, Bo and Sunny in action, and how the puppies fair in their championship battle for cuteness and barking rights, catch the 10<sup>th</sup> anniversary edition of **PUPPY BOWL on Sunday, February 2, from 3-5 PM (ET/PT)** and repeating all day and night with exciting new content every hour!

“It was so much fun to see the Puppy Bowl X Team work out at the White House!” said First Lady Michelle Obama. “This year's pups showed us that getting active and lapping up plenty of water are important ways to keep our bodies healthy and energized. And as our family has seen with Bo and Sunny, going outside to walk and play with your pet is a perfect way to get moving and have some fun every day.”

After picking their jowls up off the ground when they were introduced to their celebrity trainers, 13 rambunctious pups from shelters and rescue groups including The Washington Animal Rescue League, ASPCA® (New York), Friends of Pep Border Collie Rescue (Pennsylvania) and Furever Dachshund Rescue (Rhode Island) were ready to get down to business. Bo and Sunny lined the pups up for practice on the White House South Lawn to run through tire and tackle drills, hone their ball and chew toy skills, play fetch with the kids and of course take a requisite water break with the First Lady followed by a nap in the grass.

To learn more about the puppies, pet adoption, and everything **PUPPY BOWL** please visit [AnimalPlanet.com/PuppyBowl](http://AnimalPlanet.com/PuppyBowl). To read more about the First Lady's *Let's Move!* Initiative, please visit [LetsMove.gov](http://LetsMove.gov) for details on ways to get involved and improve your family's health.

**PUPPY BOWL X** is produced for Animal Planet by Discovery Studios. For Discovery Studios, John Tomlin is the executive producer, and Michael Masland is the vice president of development. For Animal Planet, Melinda Toporoff is the executive producer, and Pat Dempsey is the associate producer.

**About Let's Move!**

Let's Move! is a comprehensive initiative, launched by the First Lady, dedicated to solving the challenge of childhood obesity within a generation, so that children born today will grow up healthier and able to pursue their

dreams. Combining comprehensive strategies with common sense, Let's Move! is about putting children on the path to a healthy future during their earliest months and years, giving parents helpful information and fostering environments that support healthy choices, providing healthier foods in our schools, ensuring that every family has access to healthy, affordable food, and helping kids become more physically active. Everyone has a role to play in reducing childhood obesity, including parents, elected officials from all levels of government, schools, health care professionals, faith-based and community-based organizations, and private sector companies. Our involvement is key to ensuring a healthy future for our children.

### **About 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 95 million homes in the US; online assets [www.animalplanet.com](http://www.animalplanet.com), the ultimate online destination for all things animal; the 24/7 broadband channel, Animal Planet Beyond; and other media platforms including a robust Video-on-Demand (VOD) service; mobile content; and merchandising extensions.

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