



Four plus Two: Tales for the pet lover's heart
TV Program Q&A

What is *Four plus Two: Tales for the pet lover's heart* about?

The show features seven stories from around the country that spotlight the incomparable relationships between humans and their pets. Some of the touching vignettes include a story about the ways a dog training program is giving inmates at a women's correctional facility a new *leash* on life, how a pet photographer captures the best out of her clients' pets as well as her own two dogs and an inside look at the relationship between a police officer and his K9 companion.

What does the show's title, *Four plus Two*, mean?

The title pays homage to the unique relationship between our pets, or four-legged friends, and people (of the two-legged variety).

When will the show air?

Nationally, on Saturday, October 25 at 1 p.m. EST on the WGN America cable network. The TV special will air on many local stations as well, so viewers should check their local markets for listings.

How were the seven stories selected for the show chosen?

Blind Squirrels Production Group, which is producing the TV special, conducted extensive research and, with show sponsors Nestlé Purina and Kroger, ultimately selected these seven unique stories from around the country.

Where do the stories in the show come from?

Cities featured include Cincinnati, Atlanta, Denver, Houston and Portland.

Do the stories feature all different kinds of pets?

Although the relationship we share with any type of pet is worthy of celebration, the show focuses on dogs and cats.

Are there any special promotions around the show?

In celebration of this partnership, the show's national sponsors, Kroger and Nestlé Purina, will contribute \$100,000 to local animal welfare organizations working in communities served by the Kroger family of stores. Kroger stores will also feature special show merchandise, including an earthwise grocery bag, which boasts the original show artwork from renowned artist C.F. Payne.

Can people submit their stories for future shows?

Actually, pet owners can get involved in the celebration of the pet-people bond now by entering the Four Plus Two: “Tales for the Pet Lover’s Heart” Photo-Essay contest – the search for the photo and story that best illustrates the amazing ways that our pets enhance our lives. Visit www.purina.com (click on “coupons and offers” tab) to enter. The winning photo and story will be announced on October 25, 2008, to coincide with the national premiere of the show.