



WINNING RESULTS™

FEED N' READ

News and Happening from the Show Industry

June 2006

Summer is finally here, so do you know what that means? It's time for another edition of Show Chow® Feed n' Read from Purina Mills®! You will have to look no further to discover the latest news and updates on the exciting Show Chow® programs.

First and foremost, we are thrilled to say that the **Show Chow® Feed Rewards Program** is now over 5,000 members strong! Thanks to your enthusiastic participation and support, our program keeps growing and growing. Tell your friends to register for the program at www.showchowrewards.com, so they can become part of it too!

With show season in full swing, it's especially important for you to put special care and attention towards your animals. But you can't look after your animals if you don't take care of yourself first! Animals and their living areas are breeding grounds for germs and bacteria that can make you sick. This is true for livestock and farm animals, but also for your indoor pets. If you aren't healthy, that means you can't give your animals the proper care they need...which would make it pretty tough to get to the winner's circle!

As you already know, one of the easiest ways to stay healthy is to wash your hands. But soap and water isn't always readily available, especially when you're outside! That's why one of our terrific Show Chow® Feed Rewards Program sponsors, **Germ-X® Hand Sanitizer**, has made it simple for you to keep your hands clean and bacteria-free. This awesome product kills 99.9% of common harmful germs. To get rid of that awful bacteria, all you have to do squeeze out a dime-sized amount of Germ-X® Hand Sanitizer, rub it in, and you'll be germ-free – no soap, water or towels needed!



To add to the convenience, Germ-X® Hand Sanitizer is available in all sorts of sizes, so you can keep a bottle wherever you might need it – especially out in the barn. Stay on top of your game with Germ-X® Hand Sanitizer!

Keeping your animals' environment clean and sanitary is another way to maintain a healthy lifestyle. This is one of the biggest and most unpleasant chores, but it's a very important one! That's why we'd like to focus for a moment on our **Show Chow® Top Performer Program** sponsor, **Eagle Valley ABM**. This extraordinary product is an environmentally friendly, super

absorbent, pelletized animal bedding that keeps stalls, pens, stables and cages cleaner and dryer than other types of bedding.

You might be wondering, “What makes this product different than straw, shavings or sawdust?” To begin with, Eagle Valley ABM is wood pelletized bedding, which means that it is much fluffier than other products. The “fluffiness” allows it to absorb liquids quickly and effectively – it takes fewer bags of Eagle Valley ABM to achieve the bedding depth that you want. Even more, this amazing product soaks up ammonia odors, making the area fresh and clean for your animals!



Eagle Valley ABM makes the difficult chore of cleaning your animals’ environment easier on you as well. Because this product is so absorbent, urine spots will not spread all over the place. Instead, they stay contained in one area, so even the wettest stalls won’t have to be stripped. This makes for super easy removal, so your job’s a lot more pleasant!

Eagle Valley ABM will provide your animal with a clean, healthy and comfortable environment, plus it makes the work easier on you! You can use your Show Chow® weight circles to order this product from the Show Chow® Feed Rewards Program brochure. For more information, please contact your local dealer or call Eagle Valley ABM direct at 888-307-7878. They’ve also got lots of cool stuff on their website at www.eaglevalleyabm.com.

By keeping yourself and your animals healthy, you are on the winning track! When you win grand or reserve champion at the shows, be sure to submit your application and picture to the Top Performers program. If you have already won two awards this year, you can still send us photos of your wins. We’ll post them up on www.showchowrewards.com and in an issue of Winning Results™! Have a fun (and successful) summer, and keep saving up those Show Chow® weight circles!

IMPORTANT CONTACT INFORMATION

Mail your Top Performers and Show Chow® Feed Rewards Program applications to:

Program Headquarters
16660 Chesterfield Airport Rd.
Chesterfield, MO 63017

For any questions concerning the Top Performers Program or Show Chow® Feed Rewards Program, please call: **877-536-4477 (Central Standard Time Zone)**

Email any questions you have to:
showchowrewards@yellowdogllc.com

Download applications for both programs and check out current prizes at:
www.showchowrewards.com