



NEWS RELEASE

For immediate release

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Fenway the Dog Debuts at Fenway Park June 8th

Canine Companions for Independence puppy Fenway the Dog in ceremonial first pitch

(Boston, Mass.) – Girl Scouts of Eastern Massachusetts will mark the 100th year of Girl Scouting by participating in Girl Scout Day June 8th at Fenway Park, which is also celebrating its 100th anniversary. Special opening festivities: North Andover Girl Scout Madeline Parker Zerby will perform the National Anthem; a Boston Girl Scout troop will present the colors; and the ceremonial first pitch will be thrown by top Girl Scout cookie seller Emily “Emie” Oliver of Reading, assisted by Griffin, Eukanuba Dog Foods V.P. of Canine Communications, and coached by Ruth N. Bramson, CEO, Girl Scouts of Eastern Massachusetts, and Girl Scout Lillian Ellmore of Lexington and her Canine Companions for Independence assistance dog, Frontier, assisted by Canine Companions puppy Fenway the Dog.

The Red Sox’ 100 Acts of Kindness program is recognizing and supporting the work of charitable organizations throughout New England during Fenway Park’s 100th anniversary season. As part of this recognition, and with the generous support of Eukanuba Dog Foods, Girl Scouts of Eastern Massachusetts and Canine Companions for Independence are selling 10,000 special edition packages of Eukanuba Healthy Extra Dog Treats, called Fenway Dog Treats, with all proceeds benefiting the Girl Scouts and Canine Companions for Independence.

There will be a special check presentation during the pregame festivities by Eukanuba to the Girl Scouts of Eastern Massachusetts and Canine Companions in support of the Fenway Dog Treats project, with a special appearance by Eukanuba spokesdog Griffin and Canine Companions puppy Fenway the Dog, the official service dog in training of the Boston Red Sox.

The dog treats will continue to be on sale at Fenway Park at every home game while supplies last, and will be available at the Red Sox Team Store on Yawkey Way and in the three Girl Scout stores in Waltham, Middleboro and North Andover. For more information on how to purchase the dog treats, and for specific information on the locations of the Girl Scout stores, visit fenwaydogtreats.com. To learn more about Girl Scouts and how you can be a part of the fun visit www.hergirlscouts.org.

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About the Girl Scouts of Eastern Massachusetts: Girl Scouts of Eastern Massachusetts serves more than 41,000 girls ages 5-17 and 18,000 adult volunteers in 178 communities across Eastern Massachusetts with the mission to build girls of courage, confidence and character, who make the world a better place. Girl Scouts provide girls with the opportunity to DISCOVER their world, CONNECT with and build an understanding for others and TAKE ACTION to make the world a better place. Girls are guided by committed and caring adults who make learning fun. Girl Scouting helps each girl achieve her personal leadership pathway to the future.

About the 100 Acts of Kindness: As a way to highlight and support the important work done by the many charitable institutions throughout New England and beyond, the Red Sox are engaging in “100 Acts of Kindness” with various not-for-profit organizations during the 100th anniversary season of Fenway Park in 2012. These acts will take on a number of different forms, including donations, volunteer efforts, and hosting community events. Each act will be designed to highlight organizations and causes throughout New England. Red Sox ownership, players, alumni, and staff will participate. Additional acts will be announced throughout 2012, culminating with 100 by the end of this 100th Anniversary year.

About Eukanuba: Eukanuba offers the most complete food lineup, delivering nutrition that is customized by breed and breed size as well as health and performance requirements. Eukanuba is a division of Procter & Gamble (NYSE:PG). Visit us on the Web at <http://www.eukanuba.com> or at [Facebook.com/Eukanuba](https://www.facebook.com/Eukanuba).

About Canine Companions for Independence: Canine Companions for Independence provides highly-trained assistance dogs to children and adults with disabilities. Established in 1975, Canine Companions has five regional training centers across the country and is recognized worldwide for the excellence of its dogs, and the quality and longevity of the matches it makes between dogs and people. There is no charge for the dog, its training and ongoing follow-up services. For more information, visit cci.org or call 1-800-572-BARK.