



PRESS RELEASE

February 1, 2006

FOR MORE INFORMATION, CONTACT: Tom Peterson
308-262-1808
TPeterson@TheMercantile.net

THE MERCANTILE HOSTS APA DOG-PULL CHALLENGE AT LOVELAND, CO STORE FEBRUARY 25, 2006

Bridgeport, NE – The Mercantile is pleased to announce its sponsorship of the First Annual Mercantile Dog Pull Challenge, in conjunction with the American Pulling Alliance. The Dog-Pull will be conducted at our Loveland, Colorado, store, located at 3720 Draft Horse Drive. The event will take place February 25, 2006, with registration beginning at 8:30am and the Challenge beginning at 10:30am.

All dogs of any size are welcome to participate. A novice class will be used for those who bring their non-APA pets to the Challenge. All dogs entered will be separated into classes for fair competition. The Pull will be a wheels/dirt/maximum-weight-pulled competition. Fees are \$20 for the first dog and \$15 for each additional dog.

Dogs will pull weight via elimination rounds until the 1st – 3rd winners are determined. All entrants will receive “doggie bags” full of goodies and winners will receive \$50 gift certificates from The Mercantile as well as bags of Eagle Pac dog food. Other event sponsors include Weaver leashes and collars, and Science Diet.

The American Pulling Alliance is a non-profit organization devoted to safe and entertaining dog-pull events. For more information on the APA, visit <http://www.weightpull.com>. For more information on The Mercantile Dog-Pull Challenge, visit <http://www.themercantile.net>.