

Pet-Food Maker Shows Baseball Some Love

Nestle Purina banner hung in honor of MLB All-Star Game at Busch Stadium in St. Louis.

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The banner on the Nestle Purina Petcare headquarters in St. Louis was hung in honor of MLB's 2009 All-Star Game. Nestle Purina Petcare recently "wrapped" one of its headquarters buildings in St. Louis with a giant picture of a dog and cat accompanied by the tagline "Play Ball." The monster-sized banner was hung in honor of Major League Baseball's 2009 All-Star Game, which was held in the city that Purina has called home for more than 100 years.

"Pets are our passion obviously, and the All-Star Game came to town for the first time since 1966, so this was an opportunity for Purina to demonstrate our support of the game and also to let fans and visitors know what Purina is doing to celebrate," company spokesman Keith Schopp said.

The 96-foot-by-160-foot banner was draped across the top eight floors of Purina's "tower" building along the side that faces Busch Stadium, which hosted the All-Star Game on July 14. The five-panel banner, which was made out of a transparent material that allowed those working in the office to see through it, was taken down Aug. 3. Schopp said Purina will use the banner again if the St. Louis Cardinals make it to the playoffs.