

Sergeant's Sponsors ANNIE the Musical on Broadway

OMAHA, Neb., Feb. 14, 2013 /[PRNewswire](#)/ -- Sergeant's Flea and Tick is a proud sponsor of [ANNIE, the Musical](#), the critically acclaimed new production of the classic musical, now playing at Broadway's legendary Palace Theatre (Broadway and 47th Street). ANNIE is the timeless story of an orphaned girl searching for her parents in New York City, with her adorable scruffy dog Sandy by her side.

To view the multimedia assets associated with this release, please click <http://www.prnewswire.com/news-releases/sergeants-sponsors-annie-the-musical-on-broadway-191053171.html>

"We became a sponsor of Broadway's new production of ANNIE because of its positive message about caring for animals and, of course, because we couldn't resist being part of an iconic Broadway musical that speaks to so many pet parents," said Caryn Stichler, vice president of marketing at Sergeant's. "This wonderful opportunity has allowed us to support theater that emphasizes the health and well being of pets."

Sergeant's is the official [flea and tick fighter](#) for the canine stars of ANNIE, the Musical and has been featured in *The New York Times*, on a Times Square billboard and in numerous other advertising venues including JFK Airport. "We're excited to promote pet health in these venues, because they reach so many pet owners," Stichler stated.

As an exclusive feature of the partnership between Sergeant's and ANNIE The Musical, Lilla Crawford, the 11-year-old actress who stars as Annie, has blogged regularly for Sergeant's pet health blog, [Pet Health Central](#). Her posts are personal accounts of working with canine actor Sunny, the two-year-old terrier mix rescue dog who plays Sandy in the production.

Sergeant's representatives attended the October 13, 2012, performance at the [Palace Theatre](#), where they were personally thanked on stage for their support. After the show, Sergeant's employees had the opportunity to meet some of the cast, including Sandy.

To learn more about Sergeant's, including information about flea and tick fighting products, please visit [sergeants.com](#). To learn more about ANNIE, the Musical, including show times and ticket information, please visit <http://www.anniethemusical.com/>.

About Sergeant's Pet Care Products

Sergeant's Pet Care Products, one of America's most trusted brands of pet supplies, is an Omaha, Nebraska-based manufacturer of pet products. As part of the Perrigo Company, a leading global manufacturer of OTC healthcare products, Sergeant's brings effective, in-demand flea and tick treatments, health and well being solutions and treats for dogs and cats to grocery, mass, dollar, drug and club retailers. For more information, visit Sergeant's website at [sergeants.com](#). To be a part of the ongoing conversation about pet health, join Sergeant's social media community, Pet Health Central ([facebook.com/phcfans](#) and [blog.sergeants.com](#)).

About ANNIE THE MUSICAL

ANNIE, the new production of the classic Tony Award®-winning musical, is playing on

Broadway at the Palace Theatre (Broadway at 47th Street).

ANNIE features a Tony Award®-winning score with music by Charles Strouse, lyrics by Martin Charnin and a Tony Award®-winning book by Thomas Meehan, based on the newspaper comic strip "Little Orphan Annie" by Harold Gray. The new production of ANNIE is directed by three-time Tony Award®-winner James Lapine and choreographed by Tony Award®-winner Andy Blankenbuehler.

www.AnnieTheMusical.com

Follow ANNIE on Twitter: [@AnnieOnBroadway](https://twitter.com/AnnieOnBroadway) and on [Facebook](https://www.facebook.com/AnnieTheMusical).

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