# Mandy Moore Joins Purina Cat Chow to Support Cat-focused Shelters Nationwide through Renovations, Nutrition and Adoption Effort with Donation Totaling up to $325,000

## Actress and singer-songwriter Mandy Moore asks cat people nationwide to share their cat adoption stories through the Purina Cat Chow "Building Better Lives" program; Brand to donate more than $500,000 to shelters nationwide in just two years

**MANDY MOORE JOINS purina cat chow to support cat-focused shelters nationwide through renovations, NUTRiTION AND ADOPTION EFFORT WITH DONATION totaling up to $325,000**

**ST. LOUIS (July 10, 2014)** – Every cat has a tale and for many, it starts at a shelter. All cats deserve a forever home where they can greet their owners at the door, bask in a sunbeam and nap on their favorite perch. Today, Purina® Cat Chow® announced that through its Purina Cat Chow "Building Better Lives" program the brand will donate $275,000 to 50 shelters nationwide – one in every state – in renovation and adoption support, product and monetary donations, as well as a possible $50,000 donation to The Petfinder Foundation, for a total contribution of up to $325,000.

The Purina Cat Chow "Building Better Lives" program is committed to helping improve the lives of cats across the United States by providing high-quality, affordable nutrition; improving shelters; and finding more cats forever homes. This year, Purina Cat Chow will help support the participating 50 cat-focused shelters by:

- Contributing up to $50,000 to The Petfinder Foundation if 1,500 cat adoption stories are shared;
- Conducting three shelter renovations and cat adoption events at $50,000 apiece, totaling $150,000; and
- Donating $2,500 in cash and Purina Cat Chow brand cat food per shelter, totaling $125,000.

In two years, Purina Cat Chow will donate more than $500,000 to more than 100 local cat-focused shelters nationwide to help improve the lives of cats.

***Share Your Cat Rescue Story to Help Petfinder Shelters***

Purina Cat Chow will donate up to $50,000 to The Petfinder Foundation if from now until Sept. 2, at least 1,500 stories are shared with the brand's social media channels (Facebook, Twitter, Instagram) using the hashtag #myrescuestory. This donation will be used to support 50 Petfinder.com shelters to help support future cat adoption fees.

"With millions of cats entering animal welfare organizations each year, we know there is a lot of work to do and we're committed to supporting the shelters that care for these cats," said Vincent Biroscak, Purina Cat Chow brand director. "We want rescue cats to have a great place to live and high-quality nutrition while they're awaiting their forever homes and to provide the much-needed support to the dedicated animal welfare organizations that care for these cats.

"In addition, we know there are millions of cat adoption stories that take place every year, and we're excited to hear these heartwarming tales that owners share with us using #myrescuestory."

Mandy Moore, well-known actress and singer-songwriter who is also a passionate cat owner, teamed up

Mandy Moore, well-known actress and singer-songwriter who is also a passionate cat owner, teamed up with the Purina Cat Chow "Building Better Lives" program to help increase cat adoptions and encourage cat people nationwide to share their cat rescue stories to support the shelters that help cats every day. Moore shares her home with four rescue cats: Theo, Vincent, Maddie and Addison as well as two rescue dogs. She is a long-time supporter of animal rescue organizations.

"I have four rescue cats and believe in the importance of supporting local animal welfare organizations," said Moore. "Everyone who has ever adopted or rescued a cat can share how it has impacted their life. Rescue cats have a lot to offer their potential adopters, and I hope these stories encourage more people to consider adding a cat to their home."

***Committed to Shelters, Adoptions and Nutrition***

*Transforming shelters through renovations and adoption events*: Purina Cat Chow will make over three shelters between July and August, 2014, valued at $50,000 each or $150,000 total.

- Renovations will include custom changes and upgrades, such as building free-roam cat rooms, painting and refreshing lobbies, to meet the specific needs for each facility. To celebrate the completion of each makeover, Purina Cat Chow will conduct a "Building Better Lives" adoption event at each shelter whereby the brand will help local cats find a new home during the event. Members of the Purina Cat Chow brand team will volunteer their time and talents during each renovation and adoption event.

The renovation and adoption events are occurring at:

- MaxFund Animal Adoption Center Denver, Co. July 11-12, 2014
- City of Rogers Animal Shelter Rogers, Ark. July 24, 2014
- Animal Humane Society Golden Valley, Minn. August 20, 2014

*T**ransforming Cats' Lives through Nutrition and Resources***

Purina Cat Chow will also support 50 shelters nationwide – one in every state – via cash and cat food donations. Each participating shelter will receive a donation valued at $2,500 – $2,000 in cash to support future cat adoptions and $500 worth of Purina Cat Chow brand cat food.

Purina Cat Chow is dedicated to helping shelters feed cats high-quality food while awaiting forever homes. In addition to the cash donation to subsidize adoption fees, Purina Cat Chow will send each shelter Purina® Cat Chow® Complete Formula brand cat food to make sure each cat is fed high-quality, nutritious food.

The Purina Cat Chow "Building Better Lives" program is building on the 2013 "50 Years. 50 Shelters." program that touched the lives of more than 13,200 cats through four shelter renovations; delivered more than 12,000 pounds of Purina Cat Chow brand cat food and 8,000 cat care supply items; and gave a total of $75,000 in cash donations among 50 shelters.

**About Nestlé Purina PetCare**

Nestlé Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestlé Purina PetCare is part of Swiss-based Nestlé S.A., a global leader in nutrition, health and wellness.

**About The Petfinder.com Foundation**

**About The Petfinder.com Foundation**

The Petfinder.com Foundation, a nonprofit 501(c)3 public charity, helps homeless pets by saving lives through adoptions, helping shelters prepare for and recover from disaster, and working to make sure animal welfare organizations across the country are more sustainable. Its mission is to ensure no adoptable pet is euthanized for lack of a home. Since 2003 the Petfinder Foundation has provided over $20 million in grants to Petfinder.com member shelters and rescue groups.

**Media Contacts**

Bill Etling
Nestle Purina PetCare
314-982-4825
william.etling@purina.nestle.com

Megan McGovern
Publicis Consultants PR
404-870-6852
megan.mcgovern@publicis-pr.com