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Purina Pro Plan Named Official Performance Dog Food of DU

New sponsorship agreement will benefit wetlands, waterfowl conservation

ST. LOUIS, April 7, 2015 /[PRNewswire](#)/ -- Tails, prepare to wag. Nestle Purina PetCare Company and Ducks Unlimited (DU) today announced a new sponsorship agreement making Purina Pro Plan the official performance dog food of DU.

The agreement pairs DU, the nonprofit leader in wetlands and waterfowl conservation, with Purina and Purina Pro Plan, a brand that provides innovative products and exceptional nutrition for hardworking dogs.

"Purina is a global leader in pet nutrition and care, and the Purina Pro Plan brand is synonymous with 'Nutrition that Performs,'" said Jim Alexander, Senior Director, Corporate Relations, Ducks Unlimited. "Through this sponsorship, Purina brings a wealth of expertise in nutrition, training and conditioning to benefit our faithful canine athletes and companions."

As DU's newest corporate partner, Purina will be the exclusive dog food sponsor of DU, and will participate in select DU events and properties, including the role of presenting sponsor for DU TV's Sporting Dog segment. DU TV airs on the Pursuit channel during the third and fourth quarters of the year.

"Purina and Ducks Unlimited members share a deep passion for retrievers and other sporting dogs," said Sean Fitzgerald, Vice President of the Purina Professional Engagement Team. "In fact, we know that 7 out of 10 DU households own at least one dog. This is a natural fit."

No stranger to the marsh, Fitzgerald, a longtime DU supporter, said, "All of us at Purina are excited about the opportunity to partner with DU, and we're fully aligned with DU's mission to conserve wetlands and other associated habitat for future generations."

"At Purina, we're dedicated to providing dogs with outstanding nutrition to help them be their absolute best," said Bob West, Director of Sporting Dog and Field Programs. "We look forward to working with DU members and helping their dogs be the best they can be."

Ducks Unlimited Inc. is the world's largest nonprofit organization dedicated to conserving North America's continually disappearing waterfowl habitats. Established in 1937, Ducks Unlimited has conserved more than 13 million acres thanks to contributions from more than a million supporters across the continent. Guided by science and dedicated to program efficiency, DU works toward the vision of wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever. For more information on our work, visit www.ducks.org. Connect with us on our Facebook page at facebook.com/DucksUnlimited, follow our tweets at twitter.com/DucksUnlimited and watch DU videos at youtube.com/DucksUnlimitedInc.

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

Purina Pro Plan is the food of choice for many hardworking sporting dogs. Our wide range of dry and wet

foods, snacks and nutrition supplement bars, sold exclusively at pet specialty stores, can be found in five specialized platforms formulated for a dog's unique needs. For more information, visit www.proplan.com or follow @ProPlan on Twitter, Instagram, Facebook, Vine or Google+.

SOURCE Nestle Purina

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