

Calling All Cat People: Share Your Cat Rescue Story to Help Shelter Cats Find Their Forever Homes; Purina Cat Chow to Donate Up to \$100,000 During Its "Building Better Lives Adoption Drive"

Purina Cat Chow Partners with 50 Shelters Nationwide to Help Find Forever Homes for at Least 2,500 Shelter Cats; Submit Stories Using #MyRescueStory Hashtag to Help Support Cat Adoptions

ST. LOUIS, June 1, 2015 /[PRNewswire](#)/ -- Every cat has a tale, and for many their story includes a stay at an animal shelter. Each year, approximately 3.4 million U.S. cats are taken in by animal shelters, and unfortunately, only half of those cats are adopted.¹ This June – during Adopt a Shelter Cat Month – Purina Cat Chow is committed to helping find forever homes for at least 2,500 shelter cats across the country. The Purina Cat Chow "Building Better Lives Adoption Drive" is partnering with 50 of the brand's animal shelter partners, one in each state, in an effort to support cat adoptions.

From June 1-30, Purina Cat Chow is encouraging cat people to share their cat adoption or rescue story, picture or video online using the #MyRescueStory hashtag. For every #MyRescueStory shared, Purina Cat Chow will help subsidize a cat adoption fee – with a donation of \$30 per cat and up to \$1,500 per shelter – at one of its 50 shelter partners nationwide for a total anticipated donation of \$75,000. In addition to the donation to each shelter partner, Purina Cat Chow will conduct a \$25,000 shelter makeover at the SPCA of Wake County in Raleigh, N.C., one of the brand's long-standing shelter partners, to help improve the environment for cats awaiting a forever home.

In total, Purina Cat Chow plans to donate up to \$100,000 to its shelter partners through its "Building Better Lives Adoption Drive."

"Purina Cat Chow believes that every cat deserves a forever home. For several years, we've partnered with pet shelters to improve their physical spaces and provide food and supplies. This effort is focused on a shared goal we all have: finding more homes and adopters for these great cats," said Randy Beck, Purina Cat Chow brand director. "We're proud to work with shelters nationwide to help provide support and complete nourishment for the cats in their temporary care – their effort and dedication is unwavering."

Renovating the SPCA of Wake County

On Thurs., June 4, the Purina Cat Chow team will provide a team of volunteers to help makeover the cat care facilities at the SPCA of Wake County in Raleigh, N.C. The renovation at the SPCA of Wake County will focus on increasing the overall engagement and enrichment of its cats available for adoption. The additions will include climbing structures, cat walks, cat wheels and perches to improve the cats' environment. The makeover will also include the installation of a sound system in the cat rooms to provide calming music. The facility's cat rooms will also be painted and outdoor landscaping will be added around the two "catio" areas.

These changes are designed to better show off the cats' personalities to shelter visitors and keep them happy while awaiting adoption with the ultimate goal of decreasing their length of stay at the shelter.

In addition to the shelter makeover, the shelter will also receive Purina® Cat Chow® Complete Formula and Purina® Cat Chow® Kitten Formula brand food and cat care supplies.

Founded in Raleigh, N.C., in 1967, the SPCA of Wake County is dedicated to creating a more humane community where every adoptable animal has a home. The SPCA of Wake County is a limited admission, no-kill organization that works in Wake and surrounding counties to take in animals who are at risk for being euthanized. Each year the SPCA of Wake County rehomes more than 3,300 animals through its innovative adoption programs.

In celebration of the makeover and the shelter's 48th anniversary, the SPCA of Wake County will be waiving the adoption fees of all cats and kittens from June 8 - June 30.

Partnering with Cat Owners Nationwide to Find More Forever Homes

Purina Cat Chow is partnering with celebrity and influential cat owners across the country who will share their personal cat adoption stories throughout the program. The brand is partnering with the following celebrities who will share their cat rescue stories:

- Kate Walsh, actress and owner of rescue cats Billy and Pablo; and
- Mandy Moore, singer, actress and owner of rescue cats Theo, Vincent, Maddie and Addison.

The following popular bloggers will share their cat rescue stories and the stories of adoptable cats at select Purina Cat Chow shelter partners:

- Jamie Meares, [I Suwannee](#);
- Jennifer Soltys, [Sweep Tight](#);
- Jessi Wohlwend, [Practically Functional](#); and
- Lesley Clavijo and Denise Iroler, [Chaotically Creative](#).

Consumers can also join the conversation about cat adoptions during a Twitter party on Tues., June 9 from 8:00 – 9:00 p.m. ET. Follow the Purina Cat Chow handle at @CatsOutOfTheBag and the program hashtag #MyRescueStory to participate.

The Purina Cat Chow "Building Better Lives Adoption Drive" is part of the brand's "Building Better Lives" program, an ongoing commitment to help improve the lives of cats through rescue, nutrition and adoption support. The brand works to support shelters and help more cats find forever homes. In three years, the Purina Cat Chow "Building Better Lives" program has donated 795 volunteer hours by 93 volunteers, may donate up to \$745,000 to more than 100 local cat-focused shelters nationwide and has helped improve the lives of more than 86,000 cats.

To learn more about the program, please visit www.catchow.com/buildingbetterlives.

About Nestle Purina PetCare

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

Sources:

¹American Society for the Prevention of Cruelty to Animals (ASPCA), *Pet Statistics*, www.aspca.org/about-us/faq/pet-statistics

SOURCE Purina

For further information: 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
