Purina Cat Chow To Donate Up To Five Million Meals To Shelters Nationwide

Actress Busy Philipps asks cat owners to buy a bag of Purina Cat Chow during the month of July; for every bag purchased, one meal, up to five million meals, will be donated to Rescue Bank, a national non-profit organization

ST. LOUIS, June 28, 2016 /PRNewswire/ -- Each year, millions of cats start their journey to a forever home in an animal welfare organization. One meal can make the difference in helping a shelter cat find its forever home – and during the month of July, every cat person can make a difference in the lives of shelter cats by simply buying a bag of Purina® Cat Chow® brand cat food. Today, Purina Cat Chow announced that during the month of July, its "Nutrition to Build Better Lives" program will work to deliver much-needed cat food to animal welfare organizations so they can continue to focus on helping cats become healthy and ready for adoption.

During its "Nutrition to Build Better Lives" program, for every bag of Purina Cat Chow you purchase for your cat from July 1 through July 31, one meal, up to five million meals, will be donated to Rescue Bank, a non-profit that distributes pet food and other supplies to local shelters and rescue organizations across the country. Now, the simple act of buying a bag of food for your cat can help the cat community-at-large and feed a cat in need that is looking for its forever home.

Actress and cat person Busy Philipps has partnered with Purina Cat Chow "Nutrition to Build Better Lives" program to help encourage cat people nationwide to buy a bag of Purina Cat Chow to ensure that the entire five million meal donation goal is fulfilled.

"With so many cats in shelters and rescues, animal welfare organizations have a lot to worry about, but providing quality nutrition for the cats in their care shouldn't be one of them," Philipps said. "It's important to ensure that shelter cats receive great nutrition, like that of Purina Cat Chow, so that they are healthy and well-fed as they seek their forever homes. As a life-long cat person, this is an effort that is close to my heart."

Cat people can help Purina Cat Chow reach its goal of donating five million meals to shelter cats across the country by purchasing any size bag of Purina Cat Chow from July 1 through July 31. The amount of Purina Cat Chow purchased during the program will directly affect the amount of meals donated to Rescue Bank.

"At Purina Cat Chow, our single focus is providing great nutrition so that cats live happy and healthy lives," said Randy Beck, Purina Cat Chow brand director. "We hope cat people across the country will join us in helping to donate food to cats in need. All cats need great nutrition, but it's especially important for cats in shelters who face greater stress and need extra support as they await their forever homes."

Since 2013, Purina Cat Chow has supported animal shelters across the country and has donated more than $845,000 in food, supplies and renovations to advance the rescue, nutrition and adoption of cats in shelters.

Rescue Bank is a non-profit organization that operates on a national food bank model to collect and distribute high-quality pet food and other supplies to a network of pre-qualified animal welfare organizations throughout the United States. These organizations are able to use the savings from their food budgets for

throughout the United States. These organizations are able to use the savings from their food budgets for critical veterinary care to increase the adoption of healthy pets.

"The Purina Cat Chow 'Nutrition to Build Better Lives' is a great program for delivering high quality nutrition to rescue and shelter cats," said Elizabeth Asher, executive director of Rescue Bank. "The potential five million meal donation provides a strong foundation for our animal welfare partners to raise – and adopt out – healthier, happier cats. In addition to the nutritional benefits, Purina's food donation allows our groups to apply scarce funds to pet wellness and other needs, an added bonus for our partners during the busy summer months."

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 Rescue Bank

Rescue Bank, a program of GreaterGood.org, supports animal welfare groups by providing grants of donated pet food. We primarily serve smaller groups that have limited resources, increasing their visibility and providing greater access to supplies.

Rescue Bank operates on the national food bank model, accepting food donations from manufacturers, distributors or retailers. Rescue Bank works with name-brand suppliers to deliver donated pet food to serve both the ongoing needs of more than 1,500 animal welfare organizations and the immediate needs of communities after disasters such as floods, wildfires and law enforcement raids.

For more information visit http://rescuebank.org or find us on Facebook. Rescue Bank is a program of GreaterGood.org.

About GreatGood.org

GreaterGood.org is a 501(c)(3) charitable organization that works to improve the health and well-being of people, pets, and the planet. It accomplishes this mission by partnering with charitable organizations and administering programs worldwide that address hunger and illness (particularly in women and children), promote education and literacy, feed and care for rescued animals in shelters and sanctuaries, and protect wildlife and restore the environment.

SOURCE Purina

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