

Purina Cat Chow Donates Five Million Meals To Rescue Bank As Part Of "Nutrition To Build Better Lives" Program

Actress Busy Philipps Joins Purina Cat Chow to Help Deliver Portion of Food Donation

ST. LOUIS, Mo., Sept. 1, 2016 /[PRNewswire](#)/ -- Thanks to the overwhelming support of cat people across the country, Purina Cat Chow announced today that it met its goal to donate five million meals of Purina Cat Chow to Rescue Bank, a program of GreaterGood.org, to support cats in shelters and rescue groups nationwide. Purina Cat Chow will deliver the much-needed meals as part of its "Nutrition to Build Better Lives" program, which supports the rescue, nutrition and adoption of cats in shelters and animal welfare organizations.

Purina Cat Chow asked cat people across the country to participate in its "Nutrition to Build Better Lives" program during the month of July. For every bag of Purina Cat Chow purchased from July 1 - 31, the brand pledged to donate one meal, up to five million meals, to Rescue Bank, a non-profit that distributes pet food and other supplies to local shelters and rescue organizations across the country.

Busy Philipps, actress and cat person, teamed up with Purina Cat Chow to encourage cat people to join in the effort.

"I want to say thank you to every cat person who helped make the Purina Cat Chow five million meal donation possible – your one small action will help hundreds of thousands of cats," Philipps said.

Since 2013, Purina Cat Chow has supported animal shelters across the country and has donated more than \$1,857,500 in food, supplies and renovations to advance the rescue, nutrition and adoption of cats in shelters and animal welfare organizations.

"We are proud to share that we met our goal of donating five million meals to Rescue Bank so that they can further help adoptable cats to live long, happy and healthy lives," said Randy Beck, Purina Cat Chow brand director. "Our single focus is providing great nutrition to all cats and we're glad that we can help feed hundreds of thousands of cats in shelters and rescue organizations with this donation."

Rescue Bank is a non-profit organization that receives and distributes 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 critical veterinary care and other expenses to increase the adoption of healthy pets.

"We wish to thank Purina Cat Chow and cat people nationwide for making such a generous donation of food which will have an incredible impact on cats in the care of our animal welfare partners across the country," said Elizabeth Asher, executive director of Rescue Bank.

"Providing adoptable cats with great nutrition is one major step to helping them find forever homes."

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. It primarily serves 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 <https://www.facebook.com/RescueBank>. 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 Cat Chow

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