Purina Donates $25,000 to Help Pets and People Impacted by California Wildfires

ST. LOUIS, August 24, 2020 – More than 1.1 Million acres have been burned by the California wildfires over the past week, forcing tens of thousands of residents from their homes. To aid in the relief, Purina® is donating $25,000 to GreaterGood.org. These funds will be used to assist nonprofit organizations across the state that are helping people and pets in need, and will cover expenses related to the rescue efforts, such as supplies, medications, transportation and rebuilding efforts.

"Our hearts go out to the families and pets being affected by the wildfires," said Bill Etling, Vice President of Corporate Public Relations at Purina. "We have a long history of coming to the aid of communities across the country whenever disaster strikes, and will continue working with GreaterGood.org to provide funding, and Rescue Bank to distribute Purina pet food and cat litter, to those in need due to the fires."

In times of natural disaster, Purina provides timely support to pets and people in need by working with its nonprofit partners to deliver funding, pet food and cat litter to communities being impacted. Since 2017, Purina has donated more than $175,000 and 525,000 pounds of Purina pet food and cat litter to support victims of natural disasters across the United States.

To learn more about causes Purina supports, visit www.purina.com/about-purina/supporting-communities.

About Nestlé Purina PetCare

Nestlé Purina PetCare creates richer lives for pets and the people who love them. Founded in 1894, Purina has helped dogs and cats live longer, healthier lives by offering scientifically based nutritional innovations. Purina manufactures some of the world's most trusted and popular pet care products, including Purina ONE, Pro Plan, Fancy Feast and Tidy Cats. Our more than 8,000 U.S. associates take pride in our trusted pet food, treat and litter brands that feed 49 million dogs and 66 million cats every year. More than 500 Purina scientists, veterinarians, and pet care experts ensure our commitment to unsurpassed quality and nutrition.

Purina promotes responsible pet care through our scientific research, our products and our support for pet-related organizations. Over the past five years, Purina has contributed more than $150 million towards organizations that bring, and keep, people and pets together, as well as those that help our communities and environment thrive.

Purina is part of Nestlé, a global leader in Nutrition, Health and Wellness. For more information, visit purina.com or subscribe here to get the latest Purina news.

About GreaterGood.org

GreaterGood.org is a 501(c)(3) national nonprofit organization, with a 100/100 rating on *Charity Navigator,* that works to improve the health and well-being of people, pets, and the planet. Over the last 12 years, GreaterGood.org has given over $250 million in cash and in-kind grants to over 3,000 charitable partners worldwide. To date, GreaterGood.org has provided over $17.5 million in support for COVID-19 disaster-relief, including cash grants, in-kind supplies, and programmatic support. To learn more, visit GreaterGood.org or follow us on Facebook, Twitter or Instagram.

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