

Purina and RedRover Announce Four New Purple Leash Project Grants to Support Domestic Violence Survivors and Their Pets

Domestic Violence Shelters in Virginia, Iowa, Maine and Ohio Receive Funding for Pet-Friendly Upgrades

ST LOUIS, Aug. 13, 2021 /[PRNewswire](#)/ -- Purina and the nonprofit RedRover today announced four new Purple Leash Project shelter grant recipients, deepening their commitment to providing resources for domestic abuse survivors and their pets. The latest round of grant recipients includes, Services to Abused Families in Culpeper County, Virginia; Domestic / Sexual Assault Outreach Center in Webster County, Iowa; NextStep Domestic Violence Project in Washington County, Maine, and Survivor Advocacy Outreach Program in Athens County, Ohio. Funding will go toward pet-friendly renovations at the domestic violence shelters, including pet play yards and indoor room conversions, as well as kennels and veterinary care.

In the United States, only 15% of domestic violence shelters are pet-friendly, often leaving victims with pets limited choices when trying to escape abuse. Almost half (48%) of domestic violence victims will remain in an abusive situation if they can't bring their pet with them to the shelter. Through the Purple Leash Project, Purina and RedRover help to fill the gaps in domestic violence survivor resources so that victims and pets can escape domestic violence and heal together in a safe and healthy environment.

"We know that pets have a big influence on a survivor's decision to leave abuse, because the human-pet bond is so strong," said Nina Leigh Krueger, CEO and President of Purina. "Through the Purple Leash Project, we hope to provide even more options for survivors and their pets to safely escape abuse and start a new chapter together."

Since the Purple Leash Project was founded in 2019, 25 grants totaling more than \$445,000 have been awarded to domestic violence shelters across the US. To date, Purina has provided more than \$1 million in funding to the Purple Leash Project and is working toward a goal of helping to ensure that at least 25% of domestic violence shelters are pet-friendly by 2025.

Each domestic violence shelter will use the Purple Leash Project grants to fund projects and services based on their specific needs:

- **Services to Abused Families in Culpeper County, Virginia** will receive \$20,000 to renovate the barn on the property to house dogs and cats and also create an outdoor pet play area.
- **Domestic / Sexual Assault Outreach Center in Webster County, Iowa** will receive \$20,000 to build on-site kennels, create an outdoor pet play yard, and cover vet care for pets.
- **NextStep Domestic Violence Project in Washington County, Maine** will receive \$17,407 to convert indoor rooms to become pet-friendly and create an outdoor pet play area.
- **Survivor Advocacy Outreach Program in Athens County, Ohio** will receive \$12,950 to create an outdoor pet play yard, convert indoor rooms to be pet-friendly, and cover vet care for pets.

In addition to receiving the grants, [Pet Supplies Plus](#) is supporting the Purple Leash Project by providing \$1,000 to each organization to help them stock supplies for pet residents who enter the shelter. Having bedding, toys, food, treats and other comforts will help pets and survivors feel more at home.

"Thanks to the RedRover + Purina Purple Leash Project grant, Domestic / Sexual Assault Outreach Center is able to take one more barrier away by having a safe place for our clients' pets to also stay when they are trying to leave an abusive situation," said Leah Bair, Program Development Director, Domestic / Sexual Assault Outreach Center. "We are so grateful for this opportunity and to be able to serve many more survivors!"

To learn more about the Purple Leash Project, make a donation or sign up for ongoing updates, visit www.PurpleLeashProject.com.

If you know someone who is being abused and ready to leave with their pet, they can find information on pet-friendly shelters in their area at www.SafePlaceForPets.org.

About Purina

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 8,700 U.S. associates take pride in our trusted pet food, treat and litter brands that feed 51 million dogs and 65 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 RedRover

Since 1987, RedRover has focused on bringing animals out of crisis and strengthening the human-animal bond through emergency sheltering, disaster relief services, financial assistance, and education. To learn how RedRover is creating a more compassionate world, visit RedRover.org.

SOURCE Purina

For further information: Cassandra Hall, On behalf of Purina, 412.394.6699, Cassandra.Hall@bcw-global.com; Sheri Madsen, RedRover, 916.600.8157, smadsen@redrover.org

