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Purina Donates \$25,000 to Help Pets and People Impacted by Hurricane Ida and Flooding in Tennessee

ST. LOUIS, August 31, 2021 – As Hurricane Ida hit the Gulf Coast as a Category 4 storm, bringing strong, sustained winds, a life-threatening storm surge and widespread flooding and power outages, Purina announced a \$25,000 grant to Greater Good Charities (GGC) to support the organization's rescue and relief efforts. And while Ida has since weakened to a tropical depression, it's likely to cause heavy rain and additional flooding as it heads toward Tennessee, where recovery efforts continue in the wake of devastating floods earlier this month. Purina's donation will help fund emergency relief efforts, medication, food and more to vulnerable people and pets.

"Our hearts go out to the families and pets being affected by Hurricane Ida, and the ongoing flooding in Tennessee," said Kim Beardslee, Director of Community Affairs. "Purina has a long history of supporting communities in the wake of natural disasters, and we're proud to partner with Greater Good Charities to support their life-saving work during this time of great need."

Purina partner GGC air lifted more than 150 shelter pets to safety in advance of Hurricane Ida and is now preparing three more rescue flights to evacuate additional pets in need. The nonprofit organization is also sending first aid and survival supplies to Louisiana, Mississippi and Tennessee in the wake of the storm.

This donation is in addition to recent efforts Purina made to assist victims of the Dixie Fire in Northern California. The company worked with GGC to provide nearly 4,000 pounds of Purina dog and cat food, and 2,000 pounds of Tidy Cats cat litter to help shelters and pet owners affected by the fire.

In times of natural disaster, Purina provides timely support to people and pets in need by working with its nonprofit partners to deliver pet food, litter and funding to areas that are being impacted. Since 2017, Purina has donated more than \$335,000 and more than 640,000 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/partnerships.

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 Greater Good Charities

Greater Good Charities is a 501(c)(3) charitable organization that works to improve the health and well-being of people, pets, and the planet. Over the last 11 years, GreaterGood.org has given over \$175 million in cash and in-kind grants to over 3,000 charitable partners worldwide. To learn more, visit GreaterGood.org or follow us on Facebook, Twitter or Instagram.

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