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Thank You For Being a Friend (To Pets): Purina and Petfinder Take #BettyWhiteChallenge To Honor the Icon

To honor actress, comedian and fellow pet and animal lover, Betty White, Purina and Petfinder join fans in taking the #BettyWhiteChallenge and making donations to animal organizations in her memory ahead of what would have been her 100th birthday on January 17, 2022.

In the spirit of the #BettyWhiteChallenge, Purina is making donations to two organizations focused on bringing and keeping pets and people together:

- [Actors and Others for Animals](#) – Betty White served as a director on the board of Actors and Others for Animals, an organization with a mission is to eliminate pet overpopulation, ensure good care and protection for pet companions, and provide referral and financial support for economically-challenged pet guardians.
- [Petfinder Foundation](#) - The Petfinder Foundation works to prevent the euthanasia of adoptable pets by giving grants to shelters and rescue groups throughout North America. Purina owns and operates [Petfinder](#), the largest online, searchable database of animals who need homes, and is a longstanding partner of the Petfinder Foundation, which operates independently of Petfinder.

Purina and Petfinder are encouraging fans and fellow pet lovers to join the challenge by donating \$5 to one of Betty's favorite charities or a local pet shelter or animal rescue organization.
