Raise a Pint for Pets: Southern Hart and Purina Team Up to Promote Pet Adoptions

Sales at Southern Hart Sept. 26-Oct. 8 generate donations to help local pet shelters

HARTWELL, GA, Sept. 6, 2022 – The dog (and cat) days of summer are almost over, and it's going to get a lot cooler soon for local beer lovers and area shelter pets, thanks to Purina and Southern Hart Brewing Co. The two pet-loving companies are teaming up to encourage local residents to "Raise a Pint for Pets" and help local pet shelters through beer sales at the brewery Sept. 26 through Oct. 8, 2022.

During the promotional time period, Purina will donate $1 for each draft pint and $2 for each take-home four-pack beer sold at Southern Hart Brewing Co., up to $5,000. The donation will be shared equally between two local pet shelters - Hart County Humane Society and Hart County Animal Rescue. This promotion is only valid in Georgia.

"Raise a Pint for Pets is a partnership born out of our mutual passion for pets and shared desire to bring people and pets together," said Winston Silva, Purina Factory Manager in Hartwell. "Through the simple act of purchasing a drink at Southern Hart, we're able to generate a donation to help further the mission of local pet shelters so more dogs and cats can find their forever homes. We'd love to see the community come out to raise a pint during this time and help generate donations to a cause near and dear to our hearts."

Purina has long supported shelter pets with donations of product and funding across the country and in Hartwell since 2019 when the factory began operations. Purina employs more than 500 people at its Hartwell factory and makes some of the most popular Purina pet food brands, including Fancy Feast and Purina ONE. Raise a Pint for Pets is a new way to generate awareness for dedicated local partners who are making adoptions and rescues possible every day.

"At Southern Hart we're pet lovers, too, and working with Purina to Raise a Pint for Pets is a win for pets, their owners and our community," said Susanne Barfield, owner of Southern Hart Brewing Co.

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