

COOP Ale Works, Purina and Bar K Join Forces to 'Raise a Pint for Pets' at Bar K Dog Bar in OKC

For each pint of COOP Lounge Hound Lager sold at Bar K, \$1 will be donated to Oklahoma Humane Society

OKLAHOMA CITY (June 20, 2023) – Dog and beer lovers will have one more reason for cheers as COOP Ale Works, Purina and Bar K announce a new program to 'Raise a Pint for Pets' benefiting Oklahoma Humane. For the remainder of 2023, each pint of COOP's Lounge Hound Lager purchased at Bar K in OKC will trigger a \$1 donation to Oklahoma Humane, with \$.50 coming from COOP Ale Works and the other \$.50 from Purina, up to \$20,000. This promotion is only valid in Oklahoma.

COOP's Lounge Hound Lager was originally brewed as a fundraiser for OK Humane in 2021 when COOP's annual party and OK Humane fundraiser wasn't possible and is relaunching on draft at Bar K. The crisp, refreshing beer was inspired by Duke Hound, a rescued Treeing Walker Coonhound who spent countless lazy days at the brewery. For each pint sold, COOP and Purina will donate a combined \$1 to support Oklahoma Humane, up to \$20,000 in its effort to find forever homes for healthy, adoptable pets in Oklahoma City.

"Animal welfare has long been COOP's primary community and philanthropic focus," said Daniel Mercer, COOP Co-Founder and CEO, and OK Humane board member. "During our 14-year partnership with OK Humane, we have raised more than \$175,000, providing life-saving services and awareness for countless marginalized Oklahoma pets. Our partnership with Bar K and Purina was a natural fit for furthering our collective missions through OK Humane, the state's leading animal welfare organization. We're ecstatic about this program and the opportunity to pay tribute to COOP's original 'Spokeshound.'"

The Oklahoma Humane Society (OK Humane) is Oklahoma's largest nonprofit dog and cat rescue and impacts over 25,000 animals annually through programs and services aimed at improving the quality of life of animals in Oklahoma. In 2022, OK Humane performed over 17,000 spay and neuter surgeries and adopted out over 2,700 animals.

This is Purina's third Raise a 'Pint for Pets' program, which began in its hometown of St. Louis in 2017, where a partnership with local brewer Urban Chestnut Brewing Company began raising funds for area shelters. The company has expanded the program to its factory markets in recent years, including a partnership between the company's manufacturing facility in Hartwell, Georgia and Southern Hart Brewing Company. Purina has operated in Oklahoma City since 1971, making some of the most trusted dog and cat food brands, including Beneful, Friskies and Pro Plan, and employing more than 420 local associates.

"Giving back to the community is core to who we are, and the opportunity to work with CO OP and Bar K to support Oklahoma Humane is a thrill for our entire team," said Joe Maliszewski, Purina factory manager in Oklahoma City.

The Purina team in Oklahoma City recently partnered with Oklahoma Humane to create a new animal care center. The six-kennel structure serves as emergency sheltering for pets of individuals fleeing unsafe domestic situations. Purina provides pet food for all cats and dogs being cared for through OK Humane's Animal Advocacy Program.

"Local partners make Bar K such a special place and seeing our friends at COOP Ale Works and Purina come together to support OK Humane is a great example of how pets bring out the best in people," said David Hensley, co-founder of Bar K.

Through its 9 Square Ventures group, Purina has an investment in Bar K and has supported its growth into new markets including Oklahoma City. Bar K currently has three locations including its flagship in Kansas City, a St. Louis location which opened in 2021, and the newest location in Oklahoma City's Boathouse District, which opened earlier this year.

To celebrate this unique partnership, a special "Raise a Pint for Pets Kick-Off" event will take place at Bar K in Oklahoma City from 1-4 p.m. on Sunday, June 25. Attendees will be able to sample and purchase COOP's Loungehound Lager. Activities include photo ops with Snip & Chip, OK Humane's mascots, live music and hourly drawings for prizes from COOP, Purina and Bar K.

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 Cat Chow, Purina ONE, Pro Plan, Fancy Feast and Tidy Cats. Our more than 10,000 U.S. associates take pride in our trusted pet food, treat and litter brands that feed 46 million dogs and 68 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](https://www.purina.com) or [subscribe here](#) to get the latest Purina news.

About COOP Ale Works

COOP Ale Works is a craft brewery based in Oklahoma City dedicated to brewing full-flavored beers with the greatest attention to quality. Since 2009, COOP has created a core lineup of seven year-round beers, six seasonal beers and various limited and barrel-aged releases. COOP is dedicated to serving its community and finding at least one beer in their lineup for every customer. For more information, visit coopaleworks.com and follow us on Facebook and


Instagram @coopaleworks.

About Oklahoma Humane Society

The Oklahoma Humane Society is Oklahoma's largest animal non-profit and is entirely donor-funded and foster-based. OK Humane's mission is to end the needless euthanasia of dogs and cats in the state of Oklahoma. OK Humane has a low-cost spay and neuter clinic, a neonate clinic, and a relocation program, and several other initiatives to help increase the state's live-release rate of animals from local shelters. For more information on OK Humane, please visit okhumane.org.

About Bar K

Bar K is a unique new destination combining a thoughtfully designed, fully staffed dog park with a modern bar, restaurant, and event space. Bar K brings engaged, community-minded people and their dogs together to share connections with their pups and each other in a joyful and creative atmosphere. The first Bar K opened in August 2018 on the riverfront in downtown Kansas City, Missouri. The St. Louis location opened in November 2021. Oklahoma City is Bar K's third location and launched in February 2023. More locations are planned around the country. To learn more, visit www.barkdogbar.com.

Additional assets available online:  [Photos \(1\)](#)