Purina Joins Men in Blazers Media Network as Official Pet Food and Pet Treats Partner

Partnership to feature custom content, fan engagement campaigns, and a live, pet-friendly event in St. Louis.

NEW YORK, NY (May 16th, 2025) - Men in Blazers Media Network, North America's largest soccer-focused media company, today announced Nestlé Purina, a global leader in pet care, as its first-ever official pet food and pet treats partner. The collaboration unites two entities that understand the deep connection between soccer fans and their beloved pets, promising to deliver unique and engaging experiences for fans across the Men in Blazers ecosystem.

The partnership will launch with a series of initiatives designed to celebrate the bond between pets and soccer. A social and digital content series, presented by Purina, will highlight emotive pet stories from some of the biggest personalities from the world of soccer, showcasing the profound connection between sport fans and their pets. Hosted by Sam Mewis, the pet-centric series will feature five episodes across Men in Blazers and The Women's Game platforms. Furthermore, Purina will also sponsor a new year-round fan engagement campaign, "PET FC," encouraging fans to share their own pet stories through sports via social media. Men in Blazers Media Network will highlight their favorite submissions in their Friday newsletter, *The Raven.*

"As a dog owner who loves to do little more than to watch football with my dog, Martin Scorsese, I recognize the deep affinity between soccer fans and their pets," said Roger Bennett, CEO & Founder of Men in Blazers Media Network. "Purina's commitment to creating meaningful content and experiences for our audience aligns perfectly with our mission to celebrate the sport we love in terms of this relationship with the pets we adore. We are excited to embark on this journey and bring our storytelling and their stories, as well as unique events and activations, to our passionate fan base."

A highlight of the partnership will be "St. Louis Live," a pet-friendly event hosted in Purina's home city. This "Good Vibes FC" live show, hosted by Sam Mewis and friends will celebrate St. Louis as a soccer capital, and the hosts' shared love for dogs. The event will include pet-friendly zones, a custom photo booth, and distribution of exclusive pet merchandise. More information on the 'St. Louis Live' event will follow later this summer.

"We're continuously innovating at the intersection of pets and sports to bring soccer fans and their pets more opportunities to enjoy sports together, inspired by a belief that our lives are enriched with pets by our sides," said Eric Willis, Purina Chief Marketing Officer. "Our partnership with Men in Blazers builds on our existing soccer partnerships and allows us to engage with our audience in a new and exciting way, highlighting the joy and companionship that pets bring to our lives, while celebrating a shared passion for soccer."

Purina's partnership with Men in Blazers is another step the pet care leader is taking to strengthen its presence in soccer as the sport's popularity continues increasing in the United States – particularly with the upcoming 2026 World Cup. Purina serves as first founding partner and official kit sponsor of St. Louis CITY SC, which is competing in its third season in Major League Soccer. That partnership features the Purina Club, the first-ever permanent, pet-friendly section inside a soccer stadium in the country.

As the Official Pet Food and Pet Treats Partner, Purina will integrate across the entire Men in Blazers Media Network ecosystem, with special segments on various digital shows, on social media, and in newsletters.

For more information, please visit meninblazers.com, or follow @MenInBlazers and @Purina on all social media platforms.

About Men in Blazers Media Network
Men in Blazers Media Network is the largest soccer-focused media company in North America, covering the sport year-round, focusing on Premier League, Champions League, the US National Teams, NWSL, and other top leagues around the globe. With a wide reach and a diverse, vocal fan base, the Men in Blazers Media Network offers a wide range of programming including podcasts, TV shows, digital series, newsletters, daily posts, Twitch livestreams and live tours. Men in Blazers has partnered with many of the most recognizable brands in sports including Anheuser Busch InBev, Allstate, Camarena Tequila, and PrizePicks.

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, Friskies and Tidy Cats. Our more than 11,000 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. Nearly 500 Purina scientists, veterinarians, and pet care experts ensure our commitment to unsurpassed quality and nutrition.

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.

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On behalf of Men in Blazers Media Network

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