Sports Broadcaster Kirk Herbstreit Goes Behind the Scenes with Elite Athletes and Their Dogs in NEW Purina Pro Plan "Fueled By" Video Series

Herbstreit interviews professional football player George Kittle and professional soccer stars Rose Lavelle and Sophia Wilson, revealing how exceptional athletes fuel their extraordinary lives with their dogs

ST. LOUIS, July 21, 2025 /PRNewswire/ -- Purina Pro Plan, a leader in advanced pet nutrition, has partnered with renowned sports commentator Kirk Herbstreit and a roster of elite athletes to launch the next chapter of ***Fueled By.*** The video series offers an intimate look at the exceptional lives that professional football tight end George Kittle and professional soccer midfielders Rose Lavelle and Sophia Wilson lead with their dogs. The series reveals why these sports stars, who understand the critical importance of nutrition for performance, choose Pro Plan to fuel an exceptional life together with their dogs.

Experience the full interactive Multichannel News Release here: https://www.multivu.com/purina/9343451-en-purina-pro-plan-fueled-by-video-series

"As a dog parent to four dogs myself, including a new puppy, I understand the powerful bond between athletes and their dogs," said Kirk Herbstreit. "I know how important nutrition is in fueling our lives together. I'm thrilled to host 'Fueled By' and give viewers a look at the exceptional lives these athletes lead with their dogs at home."

Elite Athletes Share Their Stories

"My dogs are an essential part of my life, both during the season and in the off-season," said George Kittle. "From my Bernadoodle Deenie to my rescue pup Hobbes, each has different energy levels and nutritional needs, but they both play a crucial role in keeping me grounded and bringing joy to my home."

Rose Lavelle, who feeds her senior dog Wilma Jean Pro Plan Bright Mind, said: "The bond between an athlete and their dog creates a support system that enhances performance both on and off the field. Pro Plan helps fuel that exceptional life we share together."

New puppy parent Sophia Wilson added: "As a new puppy parent to my dachshund, Frankie, I'm learning that the foundation of nutrition in the early years sets dogs up for a healthy life. My puppy's energy matches my own as a professional athlete, and Pro Plan helps fuel that energy in a healthy, sustainable way."

Fueled By kicks off with the release of Kirk Herbstreit's video on July 21, with a new video unveiling each week on YouTube.com/ProPlan. Rose Lavelle's video launches July 29, followed by Sophia Wilson on Aug. 5 and George Kittle on Aug. 12.

Advanced Nutrition for Peak Performance

Pro Plan offers more than 140 specialized formulas to support dogs' unique nutritional needs and taste preferences at every stage of life, including formulations based on breed size, sensitive systems or lifestyle. All formulas feature real, high-quality meat, salmon, chicken or lamb as the No. 1 ingredient.

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 long, healthy 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.

About Purina Pro Plan

Purina Pro Plan is a leader in the advanced nutrition category, with more than 140 targeted formulas to help your pet thrive throughout every stage of life. For more information, visit www.proplan.com or follow @ProPlan on X, Instagram, or Facebook.

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