

U.S. Soccer and Purina Team Up to Celebrate the Bond Between Fans and Their Pets

Purina becomes U.S. Soccer's first-ever Official Pet Care Partner, uniting two passionate communities under one powerful goal: Making life better for people and their pets

ATLANTA and ST. LOUIS, Aug. 26, 2025 /[PRNewswire](#)/ -- The U.S. Soccer Federation and Purina are teaming up to honor the furry teammates who bring joy, energy, and unconditional support to fans and players alike. Announced today, Purina becomes U.S. Soccer's first-ever **Official Pet Care Partner**, marking a signature national sports partnership for the pet care leader and a bold celebration of the powerful bond between pets and the beautiful game.

The partnership, which runs through 2030, comes at a pivotal moment for the sport, as the U.S. prepares to host some of the world's most iconic soccer events, including the 2026 FIFA Men's World Cup and the 2028 Olympic Games in Los Angeles. With global attention turning to soccer in the U.S., Purina and U.S. Soccer are celebrating the shared values at the heart of both fandom and pet ownership – support, joy, and community. Together, they'll spotlight the many ways pets enrich the lives of players, fans, and families during this defining era for the sport.

"Soccer is more than just a game, it's a shared experience that connects players, fans, families, and, for me personally, the two dogs who are part of my own family," said **David Wright, Chief Commercial Officer of U.S. Soccer**. "As a huge pet lover, I know firsthand the joy and connection pets bring to our lives. This partnership reflects U.S. Soccer's commitment to building community, inspiring connection, and growing the game in unexpected and inclusive ways. Purina shares our values and brings a fresh, joyful perspective to how we engage fans and their pets, especially the four-legged ones, across the country."

The partnership includes exclusive rights for Purina across a wide range of categories, including pet food, treats, supplements, litter, connected pet products, and pet adoption initiatives. Fans can expect a national creative campaign that celebrates the human-pet bond, custom player-and-pet content, on-site adoption events, co-branded merchandise, retail promotions and pet-forward experiences from brands across the Purina pet care portfolio. Additionally, Purina and U.S. Soccer will work together to concept and create a permanent pet presence as part of the Federation's new Arthur M. Blank U.S. Soccer National Training Center in metro Atlanta.

"Together with U.S. Soccer, we will celebrate the amazing role pets play as our teammates and in supporting the mental and physical wellbeing of fans and players alike," said **Andrea Faccio, President and Chief Growth Officer of Purina**. "This partnership is the newest way that Purina is combining our shared love of pets and sports with soccer fans across the country and around the world."

Purina's presence as the Official Pet Care Partner of U.S. Soccer will quickly come to life as the U.S. Men's National Team resumes its preparations for international competition. During an international friendly against Korea on September 6, Purina will bring its Purina Club concept, an in-stadium, pet-friendly experience for soccer fans and their dogs, to Sports Illustrated Stadium in Harrison, New Jersey. The following Tuesday, Purina's Incredible Dog Team will perform during halftime of the Men's Team's international friendly versus Japan in Columbus, Ohio.

As U.S. Soccer stands on the threshold of one of the most exciting periods in its history, this partnership

with Purina adds a unique and joyful dimension to the journey ahead. Together, they'll celebrate the role pets play in uniting soccer families, from pre-game traditions to post-match celebrations, and elevate the moments that connect fans, players, and their four-legged companions during this transformative era for the sport.

About the U.S. Soccer Federation

Founded in 1913, U.S. Soccer, a 501(c)(3) nonprofit, is the official governing body of the sport in the United States. Our vision is clear; we exist in service to soccer. Our ambition, working across the soccer ecosystem, is to ignite a national passion for the game. We believe soccer is more than a sport; it is a force for good. We are focused in three areas: **Soccer Everywhere**, ensuring everyone, everywhere experiences the joy of soccer; **Soccer Success**, our 27 National Teams and pro leagues winning on the world stage; and **Soccer Investment**, maximizing and diversifying investments to sustainably grow the game at all levels. For more information, visit ussoccer.com/ourvision.

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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