

Purina Partners with Sarah Hyland to Launch Limited-Edition Collection to Support Domestic Abuse Survivors and Their Pets

Benefiting RedRover in support of the Purple Leash Project, the "Courageous Together Collection" Aims to Inspire Not Only Courage, but Also Hope Ahead of Domestic Violence Awareness Month

ST. LOUIS, Sept. 22, 2025 /PRNewswire/ -- Purina, in collaboration with actor, advocate and domestic abuse survivor, Sarah Hyland, debuted the "Courageous Together Collection," a variety of items for both pet lovers and their pets to wear (or display) courageously and inspire others. Available exclusively at shop.PurpleLeashProject.com, 100% of every purchase is a donation to RedRover to help keep abuse survivors with their pets.

Drawing from her own journey as a survivor who understands the profound healing power of the human-pet bond, Sarah teamed up with Purina to raise awareness of the [Purple Leash Project](#). Having experienced firsthand how pets provide comfort and strength during the most difficult times, Sarah recognizes the heartbreaking reality that less than 20% of domestic violence shelters accept pets.

"I put a lot of reflection into the word courage—not just the courage it takes to wake up every morning and face the world despite feeling isolated and misunderstood, but the immense courage it takes to make the decision to leave an abusive situation in the first place," said Hyland. "Having my dog by my side provided comfort and strength during my darkest moments. This collection from Purina is so powerful because it's creating real change—funding shelter improvements so survivors can keep their pets with them during their journey to safety."

Inspired by her own experiences as both a survivor and recipient of the first-ever Variety Courage Award presented by Purina, Sarah curated a collection of items designed to empower others and encourage conversations that help reduce the stigma of shame many survivors feel. The lineup ranges from a tote bag to matching human and pet sweatshirts, along with custom necklaces and bag charms. The jewelry pieces were created in partnership with Coastal Caviar, a cause-focused business known for its bespoke charm necklaces, bracelets and more.

"Sarah understands firsthand the comfort a pet can provide in our darkest days and wanted something to capture and celebrate that special connection through this collaboration," said Kelly Bozigian, founder of Coastal Caviar. "We've paired on-trend pieces with the powerful, purple leash motif to make something we hope inspires wearers long after October."

Since 2019, Purina and RedRover have provided more than 55 Purple Leash Project grants to help domestic violence shelters across the country become pet friendly so that survivors don't have to make an impossible choice between their safety and the safety of their pets.

"We are thankful for survivors like Sarah who are willing to share their stories and inspire advocacy and support for survivors with pets who deserve the opportunity to escape and heal together," said Nina Leigh Krueger, CEO of Purina. "We hope the Courageous Together Collection inspires more conversations about the impact of domestic violence on society and the importance of protecting the incredible bond between survivors and their pets."

For more information about the Purple Leash Project and Purina's efforts to help break down barriers and

For more information about the Purple Leash Project and Purina's efforts to help break down barriers and transform shelters so survivors and pets can escape – and stay – together, visit Purina.com/Courage.

About Nestlé Purina PetCare

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 Dog Chow, 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.

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About RedRover

Since 1987, RedRover has focused on bringing animals out of crisis and strengthening the human-animal bond through emergency sheltering, disaster relief services, financial assistance, and education. To learn how RedRover is creating a more compassionate world, visit RedRover.org.

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For further information: Lindsey.shipley@purina.nestle.com

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