Petfinder Donates 300 Bags of Purina Pro Plan to a New Jersey Shelter to Launch Its 30th Anniversary Giving Tuesday Campaign

Associated Humane Societies in Newark, N.J., received the surprise delivery as Petfinder and Purina Pro Plan kick off "30 Years, 30,000 Ways to Say Thanks"

ST. LOUIS, Nov. 19, 2026 /PRNewswire/ -- Online pet adoption platform Petfinder is celebrating its 30th anniversary by thanking shelters and rescues. The campaign kicked off in Newark, N.J., where Petfinder surprised Associated Humane Societies with 300 bags of Pro Plan dog and cat food. It continues this Giving Tuesday with "30 Years, 30,000 Ways to Say Thanks." The program will provide up to 30,000 free bags of Pro Plan to eligible shelters and rescues through Petfinder Feeding Partners.

What Is "30 Years, 30,000 Ways to Say Thanks"?

"30 Years, 30,000 Ways to Say Thanks" is a thank-you to the shelters and rescues in the Petfinder network. From Dec. 1–8, 2026, Petfinder and Pro Plan will provide up to 30,000 free bags to eligible shelters and rescues through Petfinder Feeding Partners. Each shelter can receive 8 to 10 bags of Pro Plan, depending on the bundle.

"Thirty years ago, Petfinder started with a simple wish: to help more pets and people find each other. Shelters and rescues have made that wish come true every day since," said Kristen Beckerle, Brand Director for Petfinder. "This Giving Tuesday, we're celebrating 40 million adoptions and counting by teaming up with Pro Plan to help shelters provide the consistent, high-quality nutrition pets need to thrive while waiting for a home. It's our way of saying thanks to the people who make those new beginnings possible."

Petfinder Donates 300 Bags of Purina Pro Plan to Associated Humane Societies

On November 18, Petfinder delivered 300 bags of Pro Plan to Associated Humane Societies in Newark.

"As New Jersey's first Petfinder shelter, we have seen how this digital platform can help us reach more people to find the right pet for the right family," said Danielle Mania, Chief Communications Officer, Associated Humane Societies. "We've been a member of the Petfinder Feeding Partners program for over a year - and we are so grateful for the opportunity to get high-quality nutrition for our pets at a great price. And then Petfinder does things like this donation to continue to support our shared mission."

Help Your Favorite Shelter Get Free Bags of Pro Plan

Pet lovers can contribute by making sure the opportunity reaches their favorite shelters and rescues. Tag your favorite local shelter on Petfinder's social media posts and encourage them to join Petfinder Feeding Partners.

The Giving Tuesday promotion runs Dec. 1–8, 2026. To learn more about Petfinder Feeding Partners and the offer*, visit https://feedingpartners.petfinder.com/ or @petfinder on Instagram.

*Shelters must be enrolled in or sign up for Petfinder Feeding Partners and make a qualifying order of $100 or more to be eligible. New members should sign up early as approval can take up to 10 days.

30 Years of Petfinder: Pet Adoption by the Numbers

30 Years of Petfinder Pet Adoption by the Numbers

Petfinder launched in 1996. Since then, it has facilitated 40 million adoptions across more than 12,000 shelters and rescue groups. Petfinder has become the connective tissue transforming how American families find and adopt pets. This milestone year builds on that legacy. But Petfinder's mission goes beyond just adoption. It's about making sure every pet is fed and supported, especially those still waiting for a forever home.

At a Glance

- **What:** "30 Years, 30,000 Ways to Say Thanks," a Giving Tuesday initiative from Petfinder and Purina Pro Plan
- **Why:** To mark Petfinder's 30th anniversary by thanking the shelters and rescues behind its 40 million adoptions
- **Kickoff:** A surprise delivery of 300 bags of Pro Plan to Associated Humane Societies in Newark, N.J., the first Petfinder shelter in New Jersey
- **The offer:** Up to 30,000 free bags of Pro Plan for eligible shelters and rescues enrolled in Petfinder Feeding Partners*
- **When:** Dec. 1–8, 2026
- **How pet lovers can help:** Share the news with a favorite local shelter or tag the shelter on social media
- **Learn more:** feedingpartners.petfinder.com

Frequently Asked Questions

What is "30 Years, 30,000 Ways to Say Thanks"?

A Giving Tuesday initiative from Petfinder and Purina Pro Plan. it will provide up to 30,000 free bags of Pro Plan to eligible shelters and rescues. The program honors Petfinder's 30th anniversary.

When does the promotion run?

The promotion runs Dec. 1–8, 2026.

Which shelters and rescues are eligible?

Organizations enrolled in Petfinder Feeding Partners that place a qualifying order of $100 or more are eligible. New members can sign up at feedingpartners.petfinder.com. Approval can take 7 to 10 days, so registering before Dec. 1 is recommended.

How many free bags can a shelter receive?

Each shelter can receive 8 to 10 bags of Pro Plan, depending on the bundle.

How can pet lovers help?

Pet lovers can share the news with a favorite local shelter or rescue. They can also tag the shelter on Petfinder's social media posts, so its team knows about the offer.

Why did the campaign start at Associated Humane Societies?

Associated Humane Societies in Newark was the first Petfinder shelter in New Jersey.

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.

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 Associated Humane Societies

Associated Humane Societies rescues stray and homeless animals, both domestic and wildlife, provides them quality care and offers them sanctuary until loving homes can be found. As a community-based organization, we provide low-cost veterinary care and humane education to promote responsible pet guardianship throughout New Jersey.

For over a century we have offered a haven to abused and neglected animals. Founded in 1906, the Associated Humane Societies is the largest animal sheltering system in New Jersey. We operate three shelters located in Newark, Forked River, and Tinton Falls. Our Forked River facility also includes Popcorn Park. Established in 1977, Popcorn Park is a sanctuary for abandoned, injured, ill, exploited, abused, or elderly — farm animals, birds, and wildlife (domestic and exotic). To learn more visit www.ahscares.org

SOURCE Petfinder

For further information: britania.weinstein@omc.com

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