Purina Delivers Millions of Meals, Brings People and Pets Together This Thanksgiving

Holiday initiatives support shelter pets, military veterans, pet adoption and communities across the country

ST. LOUIS, Nov. 23, 2026 /PRNewswire/ -- As families across the country gather for Thanksgiving, Purina is keeping pets top of mind. Through a series of Thanksgiving initiatives, the company is filling bowls for pets in need, connecting military veterans with PTSD service dogs and removing barriers to pet adoption. The efforts reflect a broader commitment to strengthening the bond between pets and people.

"At Purina, we support families, pets and communities throughout the year, and that's especially important at Thanksgiving," said Bill Etling, Senior Vice President, Corporate Affairs at Purina. "Pets enrich our lives in so many ways, and the holidays are a great time to feed pets in need and celebrate the joy pets bring to our lives."

Feeding Pets in Need Across the Country

Purina is working in partnership with Greater Good Charities to ship more than 600,000 pounds of Purina dog and cat food to support shelter pets and pet owners in need across the country. This donation is comprised of several Purina brands, including its flagship brand Purina Pro Plan, and is enroute to 18 different animal welfare organizations in time for the Thanksgiving holiday. These recipient organizations serve as Greater Good Charities' in-kind program affiliates and will help distribute the donation to additional animal shelters, rescue organizations and food banks in dozens of communities across multiple states.

Dog Chow Celebrates 100 Years at 100th Macy's Thanksgiving Day Parade

On Thanksgiving morning, Purina Dog Chow will celebrate its 100th anniversary on one of the country's biggest stages: Macy's Thanksgiving Day Parade. Dog Chow will debut a new float to celebrate the brand's century-long heritage and shine a spotlight on its Service Dog Salute program, which highlights the life-saving impact of PTSD service dogs for veterans.

And the celebration extends beyond the Parade route. Through Thanksgiving Day, dog lovers can share a photo or video highlighting how their dog is part of the family using #DogChowThanksgiving and tagging @dogchow on social media. For every eligible post, the brand will donate $1, up to $30,000, to its six Service Dog Salute nonprofit partners, split evenly among the organizations.

Through the initiative, Dog Chow has donated more than $2 million to help train and place PTSD service dogs with veterans, while also supporting research and awareness campaigns dedicated to serving veterans.

National Dog Show Celebrates 25th Anniversary on Thanksgiving Day

Following the parade, Purina will celebrate another milestone with the 25th anniversary of its partnership with the National Dog Show Presented by Purina, airing nationwide on NBC. The holiday tradition celebrates dogs and the companionship, comfort, and joy they bring to our lives.

Petfinder Supports Shelters on Giving Tuesday

To cap off the holiday season, Petfinder is celebrating its 30th anniversary with a Giving Tuesday initiative supporting the shelters and rescues at the heart of its mission. The online platform, which is powered by Purina, has transformed how American families find and adopt pets. After 30 years of dedication, Petfinder

has facilitated more than 40 million adoptions through a network of more than 12,000 shelters and rescue groups nationwide.

Petfinder's "30 Years, 30,000 Ways to Say Thanks" program will provide up to 30,000 free bags of Purina Pro Plan to eligible shelters and rescues from Dec. 1–8, 2026. The effort kicked off with a surprise donation of 300 bags of food to Associated Humane Societies in Newark, N.J., the first Petfinder shelter in that state. To learn more about Petfinder Feeding Partners and the offer, visit FeedingPartners.Petfinder.com.*

Supporting Pets and People in Purina's Hometown
Purina's season of giving is also taking shape close to its global headquarters in St. Louis, Mo. At the Better Together Adoption Event earlier this month, Purina brought together dozens of pet welfare organizations through the Coalition for Pet Progress to host a region-wide adoption event. More than 50 pets were adopted during the four-hour event, and Purina is covering the first 100 pet adoption fees (up to $25,000) before the end of the year.

Purina HQ associates are giving back by participating in the Thinksgiving Challenge, an annual event that pairs local nonprofits with business professionals to help them think through business challenges and opportunities. Employees also host an annual Adopt-a-Neighborhood gift drive to support neighbors in need during the holidays.

"The holidays remind us of the importance of showing up for one another," Etling said. "For Purina, that includes supporting animal welfare organizations and community partners that work every day to make life better for pets and the people who love them."

At-a-Glance

What: Purina's Thanksgiving and Giving Tuesday initiatives help feed pets in need, support military veterans and service dogs and aim to connect adoptable pets with families.

Who: Purina, Dog Chow, Purina Pro Plan and Petfinder are working with animal welfare and nonprofit partners nationwide.

Why: The efforts reflect Purina's year-round belief that people and pets are better together.

Frequently Asked Questions

What is Purina doing to mark the season of giving?
Purina supports pets and people through in-kind donations, service dog programs, adoption efforts, and other community initiatives.

How much pet food is Purina donating?
Purina is donating more than 600,000 pounds of its dog and cat food through Greater Good Charities, while Petfinder is offering up to 30,000 bags of Purina Pro Plan to eligible shelters and rescues.

How is Dog Chow giving back?
For every eligible #DogChowThanksgiving post, Dog Chow will donate $1, up to $30,000, to be split evenly among its six Service Dog Salute partners, who provide PTSD service dogs to veterans at no cost to the

veteran.

What is Petfinder doing for Giving Tuesday?
Petfinder is celebrating its 30th anniversary by offering up to 30,000 free bags of Purina Pro Plan to eligible shelters and rescues Dec. 1-8. To learn more about Petfinder Feeding Partners and the offer, visit FeedingPartners.Petfinder.com.*

How is Purina supporting pet adoption in St. Louis?
Purina is teaming up with the Coalition for Pet Progress to fund 100 pet adoption fees, up to $25,000, following its Better Together Adoption Event.

Is Purina's giving limited to the holidays?
No. These efforts build on Purina's year-round support for animal welfare organizations and nonprofits in communities across the country.

Where can I learn more?
Visit Purina.com/partnerships.

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, Fancy Feast and Tidy Cats. Our more than 10,000 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.

Purina promotes responsible pet care through our scientific research, our products and our support for pet-related organizations. 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 Greater Good Charities
Greater Good Charities is a 501(c)(3) global nonprofit organization that works to help people, animals and the environment by mobilizing in response to need and amplifying the good. Greater Good Charities, with a Four-Star rating on Charity Navigator and a Platinum Seal on GuideStar, has invested more than $1.1 billion in impact, including cash grants, in-kind supplies, and programmatic support to charitable partners in 121 countries since 2006. To learn more about how Greater Good Charities is amplifying the good across the globe, please visit greatergood.org.

**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.*

SOURCE Purina

For further information: Kim Beardslee, Kimberly.Beardslee@purina.nestle.com

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