Purina and Celebrity Couple Brady Quinn and Alicia Sacramone Quinn Issue Challenge to Roll Over Pet Hunger During National Pet Month in May

Initiative aims to raise up to $50,000 for the Petfinder Foundation to feed shelter pets in need

ST. LOUIS--(BUSINESS WIRE)--Nestlé Purina PetCare Company is teaming up with former pro quarterback and current football analyst Brady Quinn and his wife, Olympic gymnast, Alicia Sacramone Quinn to celebrate National Pet Month by asking people to Roll Over Hunger and help feed shelter pets during the month of May.

At times, animal shelters across the country struggle to provide a consistent diet for the pets in their care. The Roll Over Hunger challenge is designed to help tackle this issue and feed shelter pets in need. Purina kicked off the initiative today with the release of a humorous PSA featuring the Quinn's and their two dogs Boss and Bella, encouraging consumers to take part in the online challenge.

Pet lovers everywhere can participate in the Roll Over Hunger challenge by uploading a photo or video of themselves or their pets rolling over to www.RollOverHunger.com, and sharing their photos and videos on social media using #RollOverHunger. For every photo or video uploaded to the website during the month of May, Purina will donate $2 to the Petfinder Foundation, up to $50,000, to feed shelter pets in need.

"National Pet Month is all about giving back to pets that bring so much joy to our lives every day," says Amy Kirkou, Retail and Shopper Marketing Manager for Purina. "As a leader in pet nutrition, we're dedicating this month to help put an end to pet hunger in shelters across the county."

In the PSA released today on Purina's YouTube Channel, the entire Quinn family demonstrates how to participate in the challenge, with coaching from Alicia, whose gymnastics experience makes for the perfectly executed roll. Those at home don't have to be an Olympic gymnast to participate in the challenge, as all attempted rolls count, even if a full roll over is never actually completed.

"We've always been huge pet lovers, so Brady and I are excited to team up with Purina on this project," said Alicia Sacramone Quinn. "We've taken the Roll Over Hunger challenge with our dogs Boss and Bella, and now we're encouraging everyone to join in to raise money for the Petfinder Foundation."

The Quinn's will host a Twitter chat on Tuesday, May 3 at 3:30 PM ET to share more about the campaign. Pet lovers on Twitter can participate in the conversation and learn more about how to get involved by following #RollOverHunger.

Consumers can visit www.RollOverHunger.com to learn more about the initiative and receive a $10.00 Purina coupon through an instant win game.

About Nestlé Purina PetCare Company

Nestlé Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premier global manufacturer of pet products, Nestlé Purina PetCare is part of Swiss-based Nestlé S.A., a global leader in nutrition, health and wellness.

Petfinder Foundation Donation Terms

Beginning at 12:00:00 CT on 4/25/16 and ending at 11:59:59 CT on 6/1/16, or when the maximum aggregate donation of $50,000 is reached, whichever comes first, Nestle Purina PetCare Company ("Purina") will donate $2.00 to the Petfinder Foundation for every unique picture of video showing a pet and/or owner rolling over uploaded to the gallery on RollOverHunger.com. Valid in the 50 U.S. and D.C. Must be 18+. Void where prohibited.

For more information about the Petfinder Foundation and to donate directly to their organization, please visit www.petfinderfoundation.com.

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