Press Releases

Purina and St. Louis-Area Shelters Launch Campaign to Showcase Local Shelter Pets and to Increase Pet Adoptions

The “Consider A Shelter Pet” multimedia campaign will feature one of the region’s largest adoption events

OCTOBER 03, 2016 -- Currently only 27 percent of household pets nationwide* – and 40 percent locally – come from shelters**, due mostly to common misperceptions about the behavior, health and age of shelter pets. To address this issue, Nestlé Purina and local pet shelters have launched the “Consider A Shelter Pet” campaign to make sure residents of the St. Louis region get to know shelter pets as they really are – happy, healthy, lifelong companions.

The 2016 multimedia campaign, which showcases the beauty and personality of shelter pets, will feature a single-day Purina “Better Together” adoption event Saturday, Oct. 15. The event will take place from 10 a.m. to 3 p.m. in Soulard Park, located at 9th Street and Lafayette Avenue in St. Louis. Approximately 20 local pet shelters and rescue organizations and dozens of adoptable pets are expected to be on hand. For any adoption made at the event, Purina has offered to subsidize $50 toward individual adoption fees.

“The St. Louis region is home to thousands of wonderful, adoptable pets that live in local shelters,” said Libby Davidson, marketing associate, Purina Pet Welfare Team. “We want to remind pet lovers in our area that shelter pets are healthy, friendly pets that receive outstanding care in shelters. When people are looking for their next family pet, we hope they’ll consider a shelter pet.”

Purina’s campaign to inform people of the benefits of shelter pets is entering its third year in 2016. During the first year of the campaign, Petfinder.com – the world’s largest online pet adoption website – saw a 27 percent increase in local web traffic***. Last year, more than 2,000 people attended the inaugural Purina “Better Together” adoption event where 47 cats and dogs were adopted. These results point to good news for the animals in local shelters.

“Purina’s support has been invaluable through the years,” said Sarah Javier, executive director of the APA of Missouri. “They understand the unique issues faced by shelter organizations and work shoulder-to-shoulder with us to find innovative solutions to drive awareness and adoption throughout our community.”

Purina is committed to supporting the efforts to adopt shelter pets and all responsible pet ownership to help people live bigger, happier lives with pets. The company works directly with pet-welfare experts to inspire pet lovers to get more involved, to change perceptions of shelter pets and to create more powerful bonds between pets and people.

“Countless studies have found a link between personal interaction with pets and emotional well-being in people. Studies have also shown that something as simple as petting a dog or

cat can release feel-good hormones in people and their pets, and spending time with pets can reduce stress and lower blood pressure," said Dr. Zara Boland, Purina veterinarian. "Clearly pets and people are better together, and finding homes for more shelter pets is a win for the pets, their owners and our community."

For more information about the "Consider A Shelter Pet" campaign, the Oct. 15 "Better Together" adoption event or to find adoptable pets in your area, visit http://www.considerashelterpet.com.

*Purina Gateway Study, 2015

**St. Louis Acquisition Study, 2013

*** Petfinder analysis