

PURINA® CAT CHOW® “NUTRITION TO BUILD BETTER LIVES”

Fact Sheet

The Purina Cat Chow “Nutrition to Build Better Lives” program is focused on delivering great nutrition to cats in the care of animal welfare organizations to help them become healthy and ready for their forever homes. As part of the program, Purina will donate up to five million meals to Rescue Bank, a non-profit that distributes pet food and other supplies to local shelters and rescue organizations within their network.

For every bag of Purina Cat Chow purchased from July 1 through July 31, Purina Cat Chow will donate one meal, up to five million meals, directly to Rescue Bank.

Rescue Bank operates on a national food bank model to collect and distribute high-quality pet food and other supplies to a network of pre-qualified animal welfare organizations throughout the United States. These organizations are able to use the savings from their food budgets for critical veterinary care to increase the adoption of healthy pets.

Program Overview

- From July 1 – 31, Purina Cat Chow is asking consumers and cat people nationwide to purchase any size bag of Purina Cat Chow.
- Every bag of Purina Cat Chow purchased during the month of July will count towards the donation of one meal to Rescue Bank, up to 5 million meals.
- The food donated to Rescue Bank will help allow countless animal welfare organizations across the country to increase the adoption of healthy pets.
- Since 2013, Purina Cat Chow has supported animal shelters across the country and has donated more than \$845,000 in food, supplies and renovations to advance the rescue, nutrition and adoption of cats in shelters.

Nutrition for Every Cat

Purina Cat Chow brand cat food offers a family of products that provides a trusted foundation to help support your cat’s unique needs for a long and healthy life.

- **Purina Cat Chow Complete** contains four cornerstones of nutrition, including: high-quality protein for strong, lean muscles, healthy carbs for vital energy, essential fatty acids for a shiny coat and 25 vitamins and minerals for immune health. The formula is 100 percent complete and balanced for all life stages.
- **Purina Kitten Chow** offers 100 percent complete and balanced nutrition that is great tasting and high in protein for developing lean muscles and has essential nutrients, like those found in mother’s milk, to help fuel your kitten’s growth. It also contains antioxidants for strong immune health and DHA for brain and vision development. Purina Kitten Chow contains no artificial colors or flavors.
- **Purina Cat Chow Indoor** formula is an ideal meal for an indoor adult cat, helping to maintain a healthy weight, control hairballs and provide complete and balanced nutrition. The formula is designed for adult cats that are less active than their outdoor counterparts.

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