

Purina ONE® and GOOD Team Up To Benefit Pet Shelters With New Photo Challenge

“Purina Picturing Pets Challenge” encourages pet owners nationwide to share their inspiring pet story for a chance to win Purina ONE® brand pet food and have a shelter donation made on their behalf

LOS ANGELES, Aug. 1, 2013 -- The key to helping shelter pets find homes isn't about pity--it's about changing perceptions. [Purina ONE®](#) and [GOOD](#) have teamed up to launch the [Purina Picturing Pets Challenge](#) to highlight how pets inspire and change lives, making the world a better place one home at a time.

Beginning now until August 14, proud owners can go to [picturingpets.maker.good.is](#) and share an inspiring story that celebrate the simple, everyday things that pets do to make our world a better place; photos and/or videos may also be submitted, but are not required. The winning entrant will receive the following: be featured on [good.is](#); win a year's supply of Purina ONE brand pet food; and have a donation made on their behalf that will enable professional photographer Nanette Martin to conduct a pet photo shoot and photography training session at a pet shelter, helping to facilitate adoptions by revealing shelter pets' true beauty and personality. In addition, the winner will choose one of four pet shelters to receive a \$1,500 donation on his/her behalf.

“Every pet picture tells an important story, and every pet deserves the chance to tell their story and change someone's life. With the rising number of homeless pets worldwide, we are proud to partner with GOOD to celebrate the difference that shelter pets have made in people's lives and showcase their beauty,” said Christina Schneider, Assistant Brand Manager, Purina ONE.

The Purina [Picturing Pets](#) Maker Challenge celebrates pets and aims to shift current and often misleading perceptions surrounding shelters that ultimately leave many pets homeless. This Challenge leverages the power of stories to make a difference in the lives of pets and their owners.

“As the proud owner of two dogs, I have really enjoyed our partnership with Purina ONE,” said [GOOD CEO Ben Goldhirsh](#). “And now we're going to direct a ton of attention on these shelter pets and hopefully drive a lot of adoptions. I really believe the more people who are connected to their community with pets, the better off we all are, and this partnership with Purina ONE is a great way to make this kind of progress.”

To enter the Challenge, participants submit an inspiring story that celebrates the simple things pets do to make the world a better place. Submissions, accepted at [picturingpets.maker.good.is](#) between July 31 and August 14, will be followed by a public voting period, September 3 to September 17. The winner will then be announced around October 1.

In 2012, Purina ONE® and GOOD began their partnership to create the [GOOD Pets Hub](#) on [good.is](#) to change perceptions around shelter pets. The editorial hub has since expanded to include personal stories, shelter appraisals, revolutionary ideas, infographics, and community challenges called [GOOD Maker](#) challenges.

About Nestlé Purina PetCare Company

Purina ONE® brand dog and cat food is manufactured by Nestlé Purina PetCare Company, one of the leading global players in the pet care industry. Nestlé Purina PetCare promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. The company has provided more than \$30 million dollars in support to organizations nationally. By supporting their partners in animal welfare, Purina® assists in providing care and adoption for more than 2.2 million pets annually. The North American headquarters for Nestlé Purina PetCare is located at Checkerboard Square in St. Louis, Missouri. Nestlé Purina PetCare is part of Swiss-based Nestlé S.A. -- the world's largest food company. For more, visit www.purina.com.

About GOOD

GOOD is a global community of people who give a damn, and good.is is a social platform where community members can connect with the best ideas and tools for progress, like GOOD Maker, an online grantmaking platform. GOOD Local brings the collaboration and efforts of the community to life in person at a local level, and GOOD Magazine is a quarterly publication that reflects the activity and impact the community creates. GOOD/Corps partners with member companies and organizations to align their social impact efforts with organizational success. To learn more, visit www.good.is.

For further information: Jadea Abolahrari, Nestlé Purina 314-982-3981 Jadea.abolahrari@purina.nestle.com
