

Purina ONE® and GOOD Celebrate “Hero Pets” In New Photo and Video Challenge

Pet Owners Encouraged To Share Images And Stories Of Heroic Pets For Chance To Donate \$5k To Pet Service Non-Profit And Win A Year’s Supply Of Purina ONE Food

LOS ANGELES, October 29, 2013 – Heroes often come in all shapes and sizes. The pet lovers at Purina ONE and GOOD (good.is) know the profound difference that a furry friend can make in a person’s life, and they’re celebrating the ways that pets are everyday heroes with the new “Hero Pets to the Rescue” photo and video challenge (<http://heropets.maker.good.is/>).

Now until November 11, 2013 at <http://heropets.maker.good.is/>, pet owners can submit a photo or video and a true story about how their cat or dog has helped someone in need. A panel of judges will review applications and select 15 hero pets to move on to the finalist round. The GOOD community will then vote on the 15 finalists from December 2-9, 2013. The hero pet with the most votes from the GOOD community will receive a year’s supply of Purina ONE brand pet food, a featured post on Good.is to share their pet’s story and a \$5,000 donation made to one of the following four pet service non-profit organizations of winner’s choice: Pet Partners, Support Dogs, Inc., New Horizons Service Dogs, Inc., or Working Dogs for Conservation.

“At Purina ONE, we’re always striving to highlight the positive difference pets make in everyone’s life,” said Christina Schneider, Assistant Brand Manager, Purina ONE. “Whether in small ways or in bigger ways, all cats and dogs are heroes to the people who love them. We look forward to seeing the inspiring stories that pet owners submit to the ‘Hero Pets to the Rescue’ Challenge.”

“Our partnership with Purina ONE has celebrated the many ways that pets change our lives, and we’re constantly amazed by how pets help people with even just the smallest of gestures. We’re excited to recognize the heroes that pets are,” said Jay Ku, Head of Partnerships, GOOD.

Entering the Challenge is simple. Participants submit a brief story along with a photo or short video about how their pet has been a hero to someone in need at <http://heropets.maker.good.is/> from now until November 11. The winner will be announced on or before December 16.

Purina ONE® and GOOD began their partnership in 2012 with the [GOOD Pets Hub](#) on good.is. The editorial hub includes 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

Square in St. Louis, Missouri. Nestlé Purina Petcare is part of Swiss-based Nestlé S.A., the world's leading nutrition, health and wellness 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: Katy Lim, GOOD Inc 415-375-0663 katy@goodinc.com Kim Beardslee, Nestlé Purina 314-982-5451 kim.beardslee@purina.nestle.com
