

Purina ONE® and Jesse Tyler Ferguson Roll Out the Red Carpet for Shelter Dogs

Emmy-Nominated Actor Promotes the ONE Difference Campaign, Which Aims to Make a Positive Difference in the Lives of Dogs

LOS ANGELES, Aug. 10, 2015 /PRNewswire/ -- Purina ONE® announced today a partnership with actor Jesse Tyler Ferguson to promote its **ONE** Difference campaign, which benefits the Petfinder Foundation and celebrates those dedicated to making a positive difference in the lives of dogs.

As part of the campaign, the brand recently teamed up with Ferguson and spcaLA to host an event in Santa Monica. Society for the Prevention of Cruelty to Animals Los Angeles (spcaLA) is known for developing the Helping Enhance Animals' Lives (HEAL)™ program which provides shelter dogs with enrichment activities and basic obedience to help lower their stress and make them better candidates for adoption. During the event, adoptable dogs walked a red carpet, showcased their smarts on stage and charmed attendees from their makeshift green room. Ferguson joined the fun, walking the red carpet with his recently adopted dog, Fennel.

"We're excited to partner with Jesse on the **ONE** Difference campaign because we share a passion for animal welfare," said Eric Willis, Purina ONE brand director. "Through our work with shelters across the country we provide high-quality nutrition to help dogs look and feel their best as they wait for their forever homes, as well as resources to help change perceptions of shelter dogs and ultimately increase adoptions."

Ferguson, a dog lover and rescue advocate, adopted Fennel, with the help of Purina ONE and Petfinder. The eight month-old Maltese, Poodle mix, with an infectious doggy-smile and endless energy, joins Ferguson's three-year-old Maltese, Yorkie mix, Leaf. Both dogs are currently taking the Purina ONE 28 Day Challenge by switching to Purina ONE SmartBlend®, and since switching Ferguson has noticed a remarkable difference in the dog's excitement level for their new food.

"I'm happy to work on the **ONE** Difference campaign because I think it's a great way to recognize the people out there who are dedicated to making a positive difference for dogs, whether it's volunteering at a shelter or adopting a shelter dog," said Ferguson. "With the help of Purina ONE and Petfinder, we found a wonderful companion and playmate for Leaf, and have noticed a huge change in both dog's energy levels and general health since starting them on Purina ONE."

"It's been great to see Leaf and Fennel take the 28 Day challenge, and realize some of the same great results we've seen from more than 80,000 dogs whose owners have registered and chosen to switch to Purina ONE since the program began," said Willis.

The brand is inviting dog owners everywhere to help support pets in need by taking the Purina ONE 28 Day Challenge. For each new consumer who signs up for the Purina ONE 28 Day Challenge during the month of August at www.PurinaONE.com/makeONEdifference, the brand will donate \$10 to the Petfinder Foundation (up to \$13,800) to help more shelter dogs find forever homes.

Consumers can learn more about how Purina ONE supports shelters across the country at www.PurinaONE.com/Shelter-Network.

About Nestle Purina PetCare

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

About the Petfinder Foundation

The Petfinder Foundation assists the 12,000+ animal shelters and rescue groups that post their adoptable pets on Petfinder.com. A nonprofit 501(c)(3) organization, the Petfinder Foundation helps adoption organizations find homes for the pets in their care through its Sponsor A Pet, Disaster and Emergency Response, Quality of Life and other programs. Since its founding in 2003, the Petfinder Foundation has given more than \$20 million in cash and product grants to shelters and rescue groups in the United States, Canada and Mexico. To learn more about the Petfinder Foundation, please visit

www.petfinderfoundation.com.

About spcaLA

Established in 1877, spcaLA is an independent, nonprofit animal welfare organization serving Southern California. There is no national SPCA, parent organization, or umbrella group that provides financial support to spcaLA. Donations run programs and services including Cruelty Investigation, Disaster Animal Response Team, Humane Education, and a variety of shelter services.

Petfinder Foundation Donation Terms:

During the Purina ONE Difference campaign beginning at 12:00 a.m. ET on August 1 and ending at 11:59 p.m. PT on August 31, 2015, Nestle Purina PetCare Company will donate \$10.00 to Petfinder Foundation (up to a max donation of \$13,800) for each new consumer who registers for the Purina ONE 28 Day Challenge. For more information regarding the Petfinder Foundation, visit www.petfinderfoundation.com.

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Video - http://origin-gps.onstreammedia.com/origin/multivu_archive/PRNA/ENR/257347-JTF-One-Min.mp4

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