

SoulPancake and Puppy Chow Celebrate the Power of Puppies

Purina Puppy Chow Pledges to Donate Up to 500,000 Pounds of New Puppy Chow Natural Formula to Help Feed Shelter Puppies in Need

LOS ANGELES, March 23, 2016 /PRNewswire/ -- Puppy Chow and SoulPancake released the #PowerofPuppies online video today to showcase the uplifting, inspiring and naturally joyful reactions of people who receive an unexpected visit from puppies.

For each view of the video on www.youtube.com/soulpancake between March 23 and April 23, Puppy Chow will help feed shelter puppies in need by donating one pound of the new Puppy Chow Natural formula – up to 500,000 pounds – to Rescue Bank.*

"We wanted to celebrate the launch of our new Puppy Chow Natural formula by demonstrating the power puppies have to naturally brighten anyone's ordinary and mundane day," says Keith Peterfeso, Brand Manager for Purina Dog Chow. "SoulPancake is known for creating uplifting and inspiring content, so we're happy to team up with them on this project."

"SoulPancake is known for its interactive, joyful and surprising social experiments. So when Puppy Chow asked us how we would celebrate the power of puppies, we were so excited to partner up! What we learned by surprising ordinary, unsuspecting people with puppies is that they truly do have a superpower that makes every moment more fun," said Golriz Luna, Chief Creative Officer at SoulPancake.

"Imagine this - you're doing what you do on a regular day, bored out of your mind, and then suddenly you're handed a pile of puppies. Actually no need to imagine it, because we did this IRL. You're welcome," said Rainn Wilson, Founder of SoulPancake.

To celebrate the #PowerofPuppies video debut, Puppy Chow and SoulPancake are hosting an exclusive Puppypalooza party today for puppies and puppy lovers at SoulPancake's headquarters in Los Angeles. The duo also is teaming up to surprise unsuspecting office workers in New York City with a much-needed break and visit from adorable puppies from North Shore Animal League America. Consumers are invited to follow #PowerofPuppies on Instagram and Twitter to see the unforgettable moments from the day's events.

Project Credits:

Client: Purina

SoulPancake-Creative Concept and Production

Reach Agency-Digital Agency

***Rescue Bank Donation Terms:**

Beginning at 12:00:01 a.m. CT on 03/23/2016 and ending at 11:59:59 p.m. CT on 04/23/2016, or when the maximum aggregate donation of 500,000 lbs of food is reached, whichever comes first, Nestlé Purina PetCare Company ("Purina") will donate one (1) pound of Purina Puppy Chow Natural to Rescue Bank® for each view of the Power of Puppies video on www.youtube.com/soulpancake, up to 500,000 pounds of food. Valid in the 50 U.S. and D.C. Must be 18+. Void where prohibited. For more information about Rescue Bank® and to donate directly to their organization, please visit www.RescueBank.org.

About Puppy Chow Natural Plus Vitamins and Minerals

Puppy Chow Natural is a new and naturally complete and balanced meal for puppies that's made without any artificial flavors, colors or preservatives. Puppy Chow Natural is part of the Purina Dog Chow brand that is manufactured by Nestlé Purina PetCare. Like all Purina Dog Chow products, the new formula is crafted in Purina owned and operated facilities in the USA, by hard-working employees dedicated to making sure every bag meets the brand's high quality standards.

About Nestlé Purina PetCare:

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

About SoulPancake

Actor Rainn Wilson founded media company SoulPancake to create inspiring content designed to explore life's big questions. The mission-driven company reaches audiences across multiple platforms with an Emmy Award-winning television division; Webby Award-winning premium YouTube channel with nearly 1.5 million subscribers; and a creative agency production team that has worked with international brands such as Nestlé, Disney and the United Nations. Named one of Fast Company's "Most Innovative Companies in Video" and ranked #114 in Inc. Magazine's list of the 5,000 fastest-growing companies in America, SoulPancake's success lies in its authentic, engaging content that receives unprecedented levels of engagement. For more information about SoulPancake visit www.youtube.com/soulpancake or find us on Twitter and Facebook via @soulpancake.

About Rescue Bank

Rescue Bank, a program of GreaterGood.org, supports animal welfare groups by providing grants of donated pet food. We primarily serve smaller groups that have limited resources, increasing their visibility and providing greater access to supplies. Rescue Bank operates on the national food bank model, accepting food donations from manufacturers, distributors or retailers. Rescue Bank works with name-brand suppliers to deliver donated pet food to serve both the ongoing needs of more than 1,500 animal welfare organizations and the immediate needs of communities after disasters such as floods, wildfires and law enforcement raids. For more information visit <http://rescuebank.org> or find us on Facebook at facebook.com/RescueBank. Rescue Bank is a program of GreaterGood.org.

About GreaterGood.org

GreaterGood.org is a 501(c)(3) charitable organization that works to improve the health and well-being of people, pets, and the planet. It accomplishes this mission by partnering with charitable organizations and administering programs worldwide that address hunger and illness (particularly in women and children), promote education and literacy, feed and care for rescued animals in shelters and sanctuaries, and protect wildlife and restore the environment.

About North Shore Animal League America

Animal League America has saved more than 1,000,000 lives. As the world's largest no-kill rescue and adoption organization, we understand that a rescue isn't complete until each animal is placed into a loving home. Our innovative programs provide education to reduce animal cruelty and advance standards in

animal welfare. We reach across the country to rescue animals from overcrowded shelters, unwanted litters, puppy mills, natural disasters and other emergencies and find them permanent, loving homes.

Photo - <http://photos.prnewswire.com/prnh/20160323/347228>

Logo - <http://photos.prnewswire.com/prnh/20160323/347236LOGO>

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SOURCE Purina Puppy Chow

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Additional assets available online:  [Photos \(3\)](#)