

Purina Club Earns MLS Corporate Partnership Activation of the Year Honors for First Dog-Friendly MLS Stadium Space Inside CITYPARK

Purina Recognition Caps Off Memorable Inaugural Season as First Founding Partner and Official Kit Sponsor of St. Louis CITY SC

ST. LOUIS (December 18, 2023) – The first permanent, dog-friendly space inside a Major League Soccer stadium was recognized as [Corporate Partnership Activation of the Year](#) during the league’s year-end Mark Abbott MLS Club and Executive Awards.

The [Purina Club](#), a collaboration between global pet care leader Nestlé Purina and 2023 MLS Western Conference Champions St. Louis CITY SC, features four loges at centerfield inside CITYPARK, with space to accommodate eight pets and 16 pet owners for each CITY home match. Design and buildout of the Purina Club was a true team effort, including collaboration from stadium architects, acoustic engineers, and pet behavior experts, to ensure the space delivered a positive and safe experience for both dogs and pet owners.

“Being recognized by the league and its clubs as the top partner activation in 2023 is a humbling honor and a testament to the collective vision we share with St. Louis CITY SC to include pets in the matchday experience at CITYPARK,” said Andrea Faccio, President and Chief Growth Officer at Purina. “We hope that Purina Club becomes the gold standard and inspires more permanent, pet-friendly spaces inside sports stadiums and arenas across the country.”

Demand for tickets inside the [Purina Club](#) remains high and now features a robust waitlist for the 2024 season. The space was sold out for all 2023 CITY SC matches following its announcement in late April and became a beloved part of each home match inside CITYPARK during the expansion club’s stellar debut season in MLS.

“We are honored and excited to see a very unique collaboration recognized by the MLS for this first-of-its-kind space,” said Matt Poling, Vice President of Corporate Partnerships at St. Louis CITY SC. “Since welcoming Purina as our first founding partner, we’ve been working together to make CITY the most pet-friendly sports club in the world. The Purina Club creates a tangible matchday experience with our pets in mind. This activation has been a resounding success thanks to the teamwork of so many – both at the Club and Purina – who worked tirelessly to ensure every detail, from fan experience to pet safety, was thoughtfully included.”

The Mark Abbott MLS Club Awards recognize clubs and individuals driving business, fostering innovation, and delivering value to fans and communities. The year-end accolades are named in honor of Abbott, former MLS President and Deputy Commissioner, who retired from his role at the end of the 2022 season.


About Nestlé Purina PetCare

Nestlé Purina PetCare creates richer lives for pets and the people who love them. Founded in 1894, Purina has helped dogs and cats live longer, healthier lives by offering scientifically based nutritional innovations. Purina manufactures some of the world's most trusted and popular pet care products, including Purina ONE, Pro Plan, Fancy Feast and Tidy Cats. Our more than 10,000 U.S. associates take pride in our trusted pet food, treat and litter brands that feed 46 million dogs and 68 million cats every year. More than 500

Purina scientists, veterinarians, and pet care experts ensure our commitment to unsurpassed quality and nutrition.

Purina promotes responsible pet care through our scientific research, our products and our support for pet-related organizations. Over the past five years, Purina has contributed more than \$150 million towards organizations that bring, and keep, people and pets together, as well as those that help our communities and environment thrive.

Purina is part of Nestlé, a global leader in Nutrition, Health and Wellness. For more information, visit [purina.com](https://www.purina.com) or [subscribe here](#) to get the latest Purina news.

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