

Purina and Mother Road Brewing Company Join Forces to 'Raise a Pint for Pets' in Flagstaff

Portion of proceeds from Perpetual Joy at Mother Road Brewing will be donated to High Country Humane

Flagstaff, Ariz. (April 10, 2024) –Nestlé Purina PetCare and Mother Road Brewing Company are teaming up to 'Raise a Pint for Pets' in Flagstaff. Starting today through May 10, each draft pour of Perpetual Joy purchased at Mother Road Brewing Company will trigger a \$2.00 donation to High Country Humane, with a \$1.00 donation from each company, up to \$10,000. This promotion is only valid in Arizona.

A kick-off event to officially announce the partnership will take place at Mother Road Brewing Company today with representatives from Purina, Mother Road Brewing and High Country Humane.

“This fundraiser with Purina and Mother Road Brewing Company means so much to our organization and will greatly impact our ability to care for animals in need and facilitate more adoptions,” said Liz Olson, Executive Director at High Country Humane. “We look forward to this month-long fundraiser and the continued partnership with the organizations.”

High Country Humane was founded in 2016 and provides high-caliber animal care and adoption services throughout northern Arizona. The organization also focuses on supporting and strengthening the bond between pets and people as well as advocating for the welfare of all animals. In 2023, the organization facilitated 2,348 adoptions and administered 7,671 vaccinations to animals in their shelter.

Perpetual Joy is an American lager with fruity notes. The specialty brew captures the essence of Mother Road Brewing Company's ideals: to perpetuate better living and building community. The fundraiser will enhance High Country Humane's efforts to care for pets in Flagstaff and help adoptable pets find forever homes.

“We are passionate about pets here at Mother Road Brewing Company and welcome people to come in with their pets and enjoy a cold pint,” said Dylan Prater, General Manager at Mother Road Brewing Company. “Our company name is a nod to Route 66 and its moniker 'the mother road,' which represents a road to opportunity for people seeking a better life. We believe pets deserve this same opportunity and are excited to partner with Purina to raise funds for High Country Humane and adoptable pets.”

Purina's 'Raise a Pint for Pets' program was first launched in 2017 in St. Louis, where a partnership with local brewer Urban Chestnut Brewing Company began raising funds for area shelters. The company has expanded the program to its factory markets in recent years, including a partnership between the company's manufacturing facility in Hartwell, Georgia and Southern Hart Brewing Company, as well as the Oklahoma City manufacturing facility and COOP Ale Works. Purina has operated in Flagstaff since 1975 making some of the most trusted dog and cat food brands, including Beneful, Friskies and Pro Plan, and employing more than 330 local associates.

“Giving back to the community and pets is at the core of who we are, and the opportunity to work with Mother Road Brewing Company to benefit animals in need in Flagstaff is what fuels our team,” said Ramon Martinez, factory manager in Flagstaff.

About Purina

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 Dog Chow, 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.

About Mother Road Brewing Company

Mother Road Brewing Company is Arizona's third-largest independent craft brewer. Founded in 2011 in Flagstaff, Arizona, our purpose is to brew distinguished beers and build community, one pint at a time. At Mother Road, our values are more than just words: They represent who we are at our core, our unique history, and the contributions of our talented brewers and hosts. They are a compass for everything we do, including how we interact with our employees, community, guests, and business partners. As Mother Road Brewing Company adapts over time, our values will remain the same.

About High Country Humane

High Country Humane is the City of Flagstaff and Coconino County's Official Animal Shelter providing care to 3600 homeless pets annually. Celebrating 5 years of Animal Welfare Elevated in 2024, HCH's mission is to transform lives by providing exceptional animal care and adoption services, supporting and strengthening the bond between pets and people, and advocating for the well-being of all animals.

Additional assets available online:  [Photos \(5\)](#)