

Purina Provides \$25,000 and Pet Food to Support Pets and People Impacted by Southern California Wildfires

ST. LOUIS, January 13, 2025 – As wildfires burn across the Greater Los Angeles area, covering over 40,000 acres and destroying more than 12,000 structures, Purina is providing a \$25,000 grant to [Greater Good Charities](#), a global nonprofit, to support its emergency relief efforts. Purina's donation will help fund food, essential supplies, hygiene products, blankets, and emergency packs for displaced families and unhoused populations, as well as assist with transport and veterinary care for animals impacted by the fires.

In addition to helping fund emergency relief efforts, the company is shipping over 200,000 pounds of Purina pet food and Tidy Cats litter from its manufacturing facilities in Maricopa, CA, Denver, CO, Flagstaff, AZ and its distribution center in Modesto, CA. These in-kind donations will be available to support pets in shelters, as well as provide pet food and cat litter to pet-owning families who have been displaced due the fires.

The Palisades Fire initially erupted on Tuesday, January 7, and quickly spread over 20,000 acres, destroying thousands of structures, and making it one of the most destructive fires in Los Angeles history. Ongoing dry conditions and high winds sparked several additional fires, leading to the evacuation of more than 180,000 people across the region.

"Our hearts go out to the communities affected by these devastating wildfires burning in Southern California," said Kim Beardslee, Director of Community Affairs. "Purina has a long history of supporting people and pets in the wake of natural disasters, and we're proud to continue our partnership with Greater Good Charities to support their life-saving work."

[Greater Good Charities](#) has a Disaster Response Team on the ground in the Greater LA area collaborating with local government agencies and organizations to provide immediate and long-term aid (food, blankets, emergency packs with survival supplies, and pet food and supplies, and more) to communities affected by the fires. The global nonprofit's response includes providing critically needed aid to those affected: from displaced families and unhoused populations to injured animals, overwhelmed pet shelters, and damaged ecosystems.

In times of natural disaster, Purina provides timely support to people and pets in need by working with its nonprofit partners to deliver pet food, litter and funding to areas that are being impacted. To learn more about causes Purina supports, visit www.purina.com/about-purina/partnerships.

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 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. Nearly 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 Greater Good Charities

[Greater Good Charities](#) is a 501(c)(3) global nonprofit organization that works to help people, pets, and the planet by mobilizing in response to need and amplifying the good. Greater Good Charities, with a Four-Star rating on *Charity Navigator* and a Platinum Seal on *GuideStar*, has invested more than \$750 million in impact, including cash grants, in-kind supplies, and programmatic support to charitable partners in 121 countries since 2007. To learn more about how Greater Good Charities is amplifying the good across the globe, please visit [greatergood.org](https://www.greatergood.org) or follow [Facebook](#), [Instagram](#), [X](#), [YouTube](#) and [TikTok](#).

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