

Sports Broadcaster Kirk Herbstreit Goes Behind the Scenes with Elite Athletes and Their Dogs in NEW Purina Pro Plan "Fueled By" Video Series

Herbstreit interviews professional football player George Kittle and professional soccer stars Rose Lavelle and Sophia Wilson, revealing how exceptional athletes fuel their extraordinary lives with their dogs

ST. LOUIS, July 21, 2025 /[PRNewswire](#)/ -- Purina Pro Plan, a leader in advanced pet nutrition, has partnered with renowned sports commentator Kirk Herbstreit and a roster of elite athletes to launch the next chapter of **Fueled By**. The video series offers an intimate look at the exceptional lives that professional football tight end George Kittle and professional soccer midfielders Rose Lavelle and Sophia Wilson lead with their dogs. The series reveals why these sports stars, who understand the critical importance of nutrition for performance, choose Pro Plan to fuel an exceptional life together with their dogs.

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