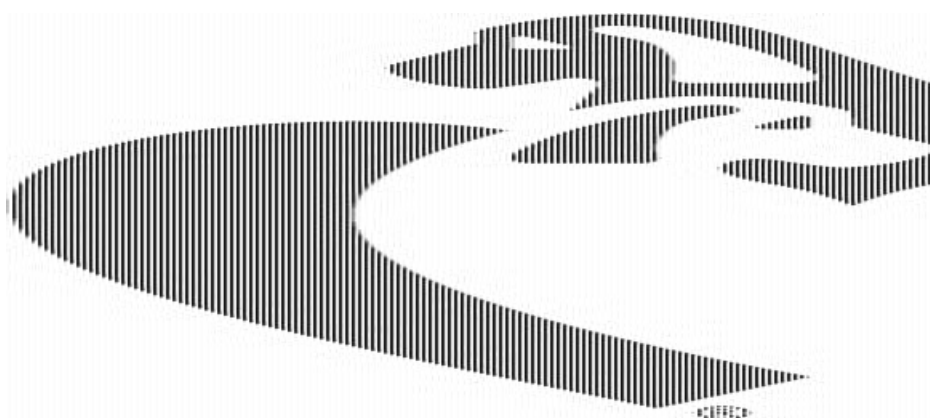


## AKC Canine Health Foundation Receives More Than \$35,000 Donation from Purina to Fund Canine Disease Research

RALEIGH, N.C. (December 15, 2016) – The AKC Canine Health Foundation (CHF), a nonprofit organization whose mission is to prevent, treat and cure disease in all dogs, will continue to invest in key canine health research initiatives thanks to a more than \$35,000 donation from Purina® and thousands of pet owners across the nation.



The contribution was a result of 35,446 original posts that were shared by dog owners on social media in November about why and how they are thankful for their dogs as part of Purina's #DogThanking campaign to celebrate the Thanksgiving holiday and National Dog Show Presented by Purina. For every original post using the hashtag #DogThanking and tagging @Purina, Purina donated one dollar to the AKC Canine Health Foundation to help further pet health research – for a total donation of \$35,446.

“Purina's #DogThanking program was designed to highlight peoples' love for dogs, and CHF was honored to once again team up with Purina on this fun and engaging endeavor,” said Dr. Diane Brown, CEO of the AKC Canine Health Foundation. “This donation will help fund research to develop better treatments, more accurate diagnoses and improve understanding of the mechanisms that cause canine disease. For 2017 specifically, the donation will also aid in the research of tick-borne diseases and epilepsy.”

More than 35,000 photos and posts were submitted as part of the #DogThanking program, and some were featured in commercial breaks during the National Dog Show Presented by Purina on NBC on Thanksgiving Day.

“As a company dedicated to bettering the lives of pets, Purina is proud to continue its long-standing support of canine health and the CHF by engaging with pet owners online in a fun way that allowed them to express their gratitude for their pets,” said Daniel Henke-Cilenti, Purina brand marketing director. “Our goal is to enhance the relationship between pets and people so they can live bigger, healthier and happier lives together.”

Recently, Dr. Brown accepted the Purina *Better with Pets Award* during the National Dog Show Gala on November 18 in Philadelphia. The award recognizes people and organizations who have made a difference in helping create better lives for pets and people. CHF was recognized for its twenty-two years in supporting canine health research as well as the organization's partnership with Purina through #DogThanking, which has raised more than \$50,000 since 2015. In addition to #DogThanking funds, Purina also supports the CHF mission with an annual corporate gift of \$150,000, and since 1997 the company has invested nearly \$12 million in the health of dogs through CHF by supporting canine health research to benefit all dogs.

For more information, please visit: [www.akcCHF.org](http://www.akcCHF.org).

### **About the AKC Canine Health Foundation**

Since 1995, the Raleigh, NC-based AKC Canine Health Foundation has leveraged the power of science and research to improve the lives of dogs and their people. The Foundation works to prevent, treat, and cure diseases that impact all dogs, while providing professional information and resources for a new breed of dog owner. Take action because you care; find out more online at [www.akcchf.org](http://www.akcchf.org).

### **About Nestlé Purina PetCare**

Nestlé Purina PetCare Company is a global leader in the pet care industry. 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.

For further information: Sharla Seidel Marketing & Communications Manager AKC Canine Health Foundation Phone: 919-334-4010 E-mail: [sds@akcchf.org](mailto:sds@akcchf.org)

---