



**BUILDING
BETTER
LIVES**

RESCUE



NUTRITION



ADOPTIONS



PURINA CAT CHOW “BUILDING BETTER LIVES ADOPTION DRIVE” PARTNERS WITH Blount County Animal Shelter TO SUPPORT CAT ADOPTIONS

*Blount County Animal Shelter is One of 50 Shelter Partners Nationwide;
Shelter Will Receive \$1,500 Donation to Put Towards Offsetting Cat Adoption Fees*

Purina Cat Chow has selected Blount County Animal Shelter as one of 50 shelters to be a part of its “Building Better Lives Adoption Drive.”

June is Adopt a Shelter Cat Month, and from June 1-30, cat people nationwide are encouraged to share their cat adoption or rescue story online by using the #MyRescueStory hashtag. Simply share your story, picture or video of how your cat came into your life and tag it with #MyRescueStory. For every #MyRescueStory shared, Purina Cat Chow will help subsidize a cat adoption fee – a donation of \$30 per cat and up to \$1,500 for our shelter.

“Finding forever homes for our cats is the reason why we do what we do,” said Janet Moore, Adoption Assistant. “We are asking our community to rally behind the #MyRescueStory call to action to help Blount County Animal Shelter receive the funding to help offset cat adoption costs, allowing for even more cat adoptions this June. We look forward to finding our cats the loving homes that they deserve.”

The Purina Cat Chow “Building Better Lives Adoption Drive” is partnering with 50 cat-focused shelters, one in each state, with the goal of helping find forever homes for at least 2,500 shelter cats across the country. The Purina Cat Chow “Building Better Lives Adoption Drive” has a goal to donate up to \$100,000 to the 50 participating shelters in an effort to increase cat adoptions and is part of the brand’s “Building Better Lives” program, an ongoing commitment to help improve the lives of cats through rescue, nutrition and adoption support. In three years, the Purina Cat Chow “Building Better Lives” program may donate up to \$745,000 to more than 100 local cat-focused shelters nationwide and help improve the lives of more than 86,000 cats.

“Purina Cat Chow believes that every cat deserves a forever home and we’re proud to support the shelters that work tirelessly to make this a reality,” said Randy Beck, Purina Cat Chow brand director. “We applaud their commitment to the cats in their care and encourage more people to consider welcoming a cat into their home.”

Please remember to share your cat adoption or rescue story, picture or video online through the month of June to support our shelter and cats nationwide using the hashtag #MyRescueStory. Encourage your family and friends to support shelter cats by sharing their stories. Your support counts and we appreciate your help.

In addition to sharing your #MyRescueStory on social media, our community is invited to a Twitter party on June 9 from 8:00 – 9:00 p.m. ET. You can join the conversation by



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following the Purina Cat Chow handle at @CatsOutOfTheBag and searching for the program hashtag #MyRescueStory to participate.

For more information, follow Purina Cat Chow on Twitter at @CatsOutOfTheBag or join the Purina Cat Chow Community on Facebook and Instagram.

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