

Purina donates more than 2 million meals for pets across EMENA during COVID-19 outbreak

Now more than ever Purina is supporting organisations that help ensure pet health and wellbeing, as well as promoting the power of the bond between pets and their owners

BARCELONA, SPAIN –16 APRIL 2020 –Animal shelters and pet welfare organisations under additional strain during the COVID-19 outbreak are to receive support from Purina, including a donation of more than 2 million meals for dogs and cats.

This support is intended to help shelters and pet welfare organisations in more than 15 countries across the Europe, Middle East and North Africa (EMENA) region, as varying degrees of lockdowns are reducing the number of adoptions and placing an additional burden on facilities looking after pets with less volunteers to assist.

In addition to its continued focus on securing pet food supplies to the millions of pets in EMENA and safeguarding its employee's safety and wellbeing, Purina has been stepping up its action. The company is supporting partners and animal welfare organisations, helping vulnerable communities and providing advice to pet owners and their pets so they can benefit even more from the positive power of the pet-human bond during these extraordinary times.

Purina EMENA CEO Bernard Meunier said: *"The role that pets and humans play in each other's lives, in increasing happiness, promoting overall wellbeing and encouraging feelings of security cannot be underestimated, particularly at this time. Key research published in the British Medical Journal (BMJ) highlights the symbiotic role that pets and humans have in reducing anxiety and feelings of isolation.¹*

"By fully caring for our relationship with our pets and making sure that we carry on with healthy routines – in adherence to local government guidance – we can actually benefit more from that special bond, equipping us to better handle situations like the one we all face today."

The bond between pets and children, adults and senior citizens can offer a sense of connection, feeling of security and companionship which are even more crucial throughout the COVID-19 outbreak as countries face lockdowns and social isolation measures.

To find out more about Purina's initiatives as well as tips to help pet owners and pets make the most of their bond throughout their time indoors please visit www.purina.eu OR the media contacts below.

References:

1. McNicholas, J., Gilbey, A., Rennie, A., Ahmedzai, S., Dono, J., & Ormerod, E. (2005). Pet ownership and human health: a brief review of evidence and issues. *British Medical Journal*, 331(7527), 1252-1254. Doi: 10.1136/bmj.331.7527.1252

Notes to Editors:**ABOUT PURINA PETCARE**

Nestlé Purina PetCare EMENA (Europe, Middle East, and North Africa) believes that pets and people are better together and is committed to helping pets live longer, happier and healthier lives through proper nutrition and care. For over 120 years, Purina has been one of the pioneers in providing nutritious and palatable products made to the highest standards of quality and safety. Purina's passion for pets goes beyond the advancement of pet nutrition, and in 2016, Purina PetCare Europe launched the 10 Purina in Society commitments to have a positive impact on pets and society, including promoting pet adoption, pets in the workplace and helping to reduce the risk of pet obesity. The Purina portfolio includes many of the best-known and best-loved pet foods including Purina FELIX®, Purina FRISKIES®, Purina BENEFUL®, Purina BEYOND®, Purina FIDO®, Purina ONE®, Purina GOURMET®, Purina PRO PLAN® and Purina BAKERS®.

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 more information, visit the Purina website: www.purina.eu

FOR FURTHER INFORMATION, PLEASE CONTACT:

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