



## PetLover Adoption Day Campaign Launched

**Shelters nationwide will participate in the event.**

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To communicate the life-enriching benefits of pet ownership among senior citizens, and to help homeless pets find loving homes, Purina is launching the Purina Senior PetLover Adoption Day campaign.

During the month of October, animal shelters nationwide are hosting Purina Senior PetLover Adoption Day events in their local areas. At each event, shelters will provide local senior citizens an opportunity to meet their adoptable pets and find a companion to take home.

“By rallying together with local shelters, we allow seniors to understand the benefits of having a pet as a companion, as well as provide resources to help bring a loving pet into their homes,” Dan Christian, DVM, executive director of the Purina Pet Institute, said in a statement.

As part of this effort, Purina has provided around 200 animal shelters nationwide with materials to assist the shelters in planning their own senior adoption events in their local areas. Everything from event banners and table tents to event themes were supplied to the shelters in event kits.

Beginning Oct. 1, 2006, pet owners across the country can utilize PetLover coupons appearing in local newspapers. For each PetLover coupon redeemed between Oct. 1 and Nov. 30, 2006, Purina will donate three cents in December 2006 to Tony La Russa’s Senior Adoption Program with a \$50,000 minimum donation.

Tony La Russa’s Senior Adoption Program provides a \$50 discount off an eligible senior citizen's pet adoption fee for individuals 60 years of age and older.

For details of the campaign, visit [www.purinapetlover.com](http://www.purinapetlover.com).