



Nestlé Purina Petcare and Kroger Kick Off 'Heart'-y Campaign

Pet lovers submit stories that celebrate the human-animal bond to benefit animals in need.

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Six pet lovers' stories submitted before Aug. 31 will be recognized in a television special as part of a campaign to benefit animal welfare groups.

Nestlé Purina Petcare and Cincinnati-based grocer Kroger Co. have launched their second annual "Tales for the Pet Lover's Heart" campaign to highlight the bond people share with their pets and raise funding for animals in need.

As part of the campaign, the companies expect to donate a combined \$150,000 to animal welfare organizations. They also plan to recognize six pet lovers' stories in a nationally televised special this fall.

"Nestlé Purina is committed to promoting responsible pet care, humane education and community involvement," said David Tornberg, marketing manager for the St. Louis-based pet food manufacturer. "Our project with Kroger enables us to further engage pet lovers with a program that gives back to the communities in which our consumers live and allows us to share endearing stories about the human-pet relationship."

The campaign, which runs through November, invites pet owners to share their favorite stories about their companion animals online at TalesForThePetLoversHeart.com. For each story submitted, Nestlé Purina and Kroger will make an additional donation to animal welfare organizations on top of their \$150,000 donation.

Stories submitted before Aug. 31 will be considered for inclusion in the "Tales for the Pet Lover's Heart" TV special, which is slated to air in November. In addition to those selected stories, the special will include stories about former racing greyhounds becoming pets, how dogs sniff out danger and how an animal trainer prepares cats and dogs for show biz.

To support the campaign, Kroger is rolling out specially-designed "Tales for the Pet Lover's Heart" displays and circular coupons across its family of stores.

"We're proud to support the 'Tales for the Pet Lover's Heart' program," said Bill Dankworth, vice president of grocery/direct store delivery for Kroger. "Aligning our family of stores with one of the world's leading pet food manufacturers allows us to recognize the special bond our customers share with their pets."