

## National Pet Month Supports Pet Therapy Programs

**Cat lovers can support the ARF Pet Hug Fund, which has partnered with Purina and Build-A-Bear Workshop, to promote pet therapy.**

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Animal advocates and organizations get together to promote the benefits of pet therapy programs. In recognition of National Pet Month, Nestle Purina PetCare and Build-A-Bear Workshop have partnered with baseball manager Tony La Russa's Animal Rescue Foundation's (ARF) Pet Hug Fund to spread the word about the power of pet therapy.

The ARF Pet Hug Fund provides financial support to pet therapy teams nationwide whose goal is to give as many pet hugs as possible to those in need, such as senior citizens, hospital patients, children with disabilities and troubled youth. Many of the therapy pets directly involved with ARF were rescued from shelters.

"Many people don't realize the remarkable healing power animals possess, so we are focused on creating national programs like the ARF Pet Hug Fund to raise awareness of pet therapy and help support local efforts," said Bianca La Russa, of the ARF Pet Hug Fund. "As a pet owner and an active pet therapy volunteer, I'm constantly amazed by the number of smiles and the amount of joy our pets bring to those in need."

Cat lovers can help support the ARF Pet Hug Fund and its pet therapy teams by clicking [here](#) to download a mail-in certificate to order a Purina Beary Limited edition Build-A-Bear Workshop mini-therapy dog or cat, modeled after two therapy pets that had been rescued from a shelter. For every mini-pet ordered through June 30, Purina will donate \$1 to the ARF Pet Hug Fund.

Cat lovers also can support the ARF Pet Hug Fund by visiting Build-A-Bear Workshop. Through the month of May, Build-A-Bear Workshop will donate \$1 to the ARF Pet Hug Fund for every Bearemy's Kennel Pals dog purchased at a retail location or online. In addition, Purina will match each \$1 donation made by Build-A-Bear Workshop. To locate a Build-A-Bear Workshop or to purchase online, click [here](#).

Purina's total donation will be a minimum of \$75,000.