

PURINA PARENT CLUB PARTNERSHIP PROGRAM

You Have a Great Opportunity to Enhance the Health and Well-Being of Your Breed.

Participate in the Purina Parent Club Partnership Program (PPCP). So far, more than \$1.2 million has been given for breed health studies, education efforts and/or rescue programs.

A great (and easy) opportunity to help your breed

Since 2002, breeders and enthusiasts like you have participated in the Purina Parent Club Partnership Program (PPCP), and have generated more than \$1.2 million for breed health studies and other programs. Because your National Parent Breed Club has elected to participate in this program, simply notify Purina that you want to participate as well.

WHY was the Purina Parent Club Partnership Program formed?

Purina formed the PPCP—a program for National Parent Breed Clubs—to help raise money to fund important canine health studies, education efforts and/or rescue programs. Because we all want to help dogs live longer and healthier lives.

HOW does the PPCP generate funds for your breed?

The PPCP works through Purina Pro Club®, a loyalty program dedicated to supporting dog breeders and enthusiasts with exceptional nutrition, savings and services.

Funds for your National Parent Breed Club come from two sources:

- 1) Simply participate in the Purina Pro Club and its weight circle program. Collect weight circles from participating Purina packages, and when you turn them in, Purina will make a donation to your National Parent Breed Club. The more weight circles you turn in, the greater your potential earnings for your National Parent Breed Club. Some clubs have already generated thousands of dollars for their breed's health studies.
- 2) Based on the Canine Health Foundation's guidelines, the PPCP-generated funds deposited in your National Parent Breed Club's CHF Donor-Advised Fund may be eligible for matching funds from the Canine Health Foundation.

With money coming from two sources, even more funds can be used to study diseases affecting your breed.



WHAT can you earn for your National Parent Breed Club?

When you participate in the PPCP, it doesn't impact your personal Pro Club earnings in any way. You just receive this PPCP benefit as a bonus!

As a Purina Pro Club member, you submit weight circles from purchased participating Purina® brand dog foods. Purina Points can then be redeemed for rebate checks and rewards.

Your National Parent Breed Club will earn 10% of the value of all points from your valid, qualifying weight circles credited to your Pro Club account.

- For example, for every \$100 worth of weight circles credited to your account, Purina will donate \$10 to your National Parent Breed Club.
- At least half of Purina's donation will go directly to your National Parent Breed Club's Canine Health Foundation Donor-Advised Fund.
- The remaining dollars will be sent to your National Parent Breed Club for health research, rescue or education efforts.

HOW do you sign up for PPCP?

- If you are already a Pro Club member, just continue to submit your Purina weight circles and notify Pro Club that you would like to participate in PPCP. You will be required to designate the one breed for which you would like to earn funds. Call toll-free 1-877-PRO-CLUB (1-877-776-2582), 7:00 a.m. to 5:00 p.m. CT, Mon.-Fri., or update your information on-line at www.purinaproclub.com.
- If you are not yet a Pro Club member, you can qualify for membership if you care for five or more dogs, and/or breed one litter of puppies per year, and live in the U.S. To enroll or if you have questions, call toll-free **1-877-PRO-CLUB (1-877-776-2582)**, 7:00 a.m. to 5:00 p.m. CT, Mon.-Fri., or apply on-line at www.purinaproclub.com.



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