

PARENT CLUB PARTNERSHIP PROGRAM

For the love of the breed

Your national breed club, the Canine Health Foundation and Purina are working to ensure a healthy future for your breed. Since 2002, thousands have chosen to make a positive impact in the health of their breed by participating in the Purina Parent Club Partnership (PPCP) Program. To date, the PPCP program has provided over \$1.2 million for breed health studies, education efforts and breed rescue.

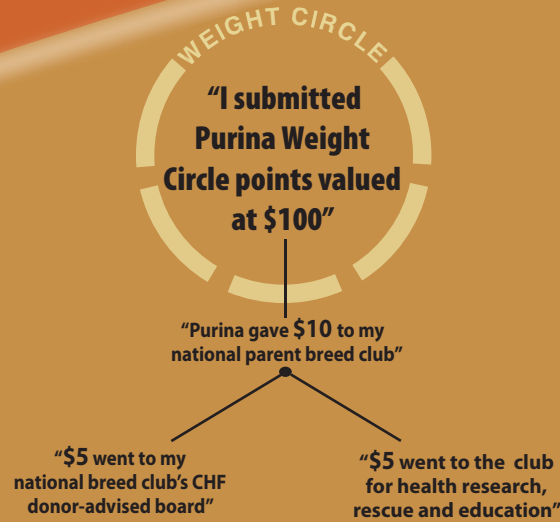
When you collect weight circles (proofs of purchase) from bags of participating Purina® brand dog foods, your national breed club can receive funding for breed-specific health studies that enable dogs like yours to live long, healthy and strong. The more weight circles you turn in, the greater your potential earnings for your national parent breed club. Some clubs have already generated thousands of dollars for their breed.

Half of the funding each year is designated for canine health research and Canine Health Foundation grants. The other half is eligible to provide additional funding for health research, education and rescue efforts, including, but not limited to:

- Cancer research
- Wildlife habitat studies
- Illustrated breed standards
- Educational outreach
- Health screening clinics
- Scholarship programs
- Breed rescue

Where does funding go?

Your national parent breed club will earn 10% of the value of your qualifying Purina weight circles. For example, here's one participant's story:



Enroll today

Join Purina® Pro Club®, Purina's loyalty program, and start earning rewards right away. If you are already a member, notify Purina® Pro Club® that you would like to start earning funds for your breed.

1. Apply at PurinaProClub.com or 1-877-PRO-CLUB (1-877-776-2582)
2. Declare your breed for the Parent Club Partnership Program
3. Save your Purina weight circles from eligible Purina® dog foods
4. Submit your weight circles to Purina® Pro Club®

Purina will make a donation to your breed club and the Canine Health Foundation for all qualifying weight circles you submit.



PURINA PARENT CLUB
PARTNERSHIP PROGRAM

GENETIC DISCOVERIES

FUNDED BY CANINE HEALTH FOUNDATION GRANTS

The discovery of the genes causing:

- Congenital Stationary Night Blindness in Briards, which helped develop therapies allowing blind Briards to see
- Progressive Retinal Atrophy (PRA) in Miniature Schnauzers, Toy and Miniature Poodles, Samoyeds and Siberian Huskies
- Kidney and bladder stones (Cystinuria) in Newfoundlands
- Enzyme deficiency (MPS Type VI) in Miniature Pinschers
- Von Willebrand's Disease in Bernese Mountain dogs, Doberman Pinschers, Kerry Blue Terriers, Manchester Terriers, Pembroke Welsh Corgis, Poodles and Scottish Terriers

