

Pheasants Forever And Purina Announce A New Partnership

Pheasants Forever (PF) and Purina have announced a new partnership called the "Purina Conservation Program." Through the program, Purina will support PF's wildlife habitat conservation efforts. On the side panel of each bag of Purina Hi Pro and Purina Pro Plan product appears a "weight circle symbol." For each of those weight circle symbols redeemed by Pheasants Forever, Purina will make a donation to PF's wildlife habitat mission. Additionally, the National Fish and Wildlife Foundation (NFWF) has agreed to match Purina's donation to PF.

"Purina has been Pheasants Forever's longest running corporate supporter," reported Joe Duggan, PF's vice president of corporate relations and marketing. "This new weight circle symbol program should compliment Purina's support of PF. We are eager for our members to take advantage of this opportunity to turn their dog food purchases into wildlife habitat."

"The 'Purina Conservation Program' takes Purina's commitment to Pheasants Forever to a new level," added Steve Remspecher, Purina's managing director, breeder/enthusiast group. "The program is designed to be a win/win for PF, PF members, the National Fish and Wildlife Foundation, Purina and most of all the pheasants. The success of the program falls on the shoulders of PF members and we are confident that they will exceed our expectations, because they do it for the birds."

Pheasants Forever supporters are encouraged to mail their Purina weight circle symbols to PF's national office. For each weight circle symbol redeemed, Purina will donate a penny per pound denoted on the weight circle symbol. In other words, if the weight circle symbol is from a fifty pound Purina Pro Plan bag of dog food, then Purina will donate fifty cents and NFWF will donate a matching fifty cents. So, each fifty pound bag weight circle symbol is worth \$1 to PF. People interested in participating in PF's weight circle symbol fundraising drive should mail their weight circle symbols to PF's national headquarters at 1783 Buerkle Circle; St. Paul, MN 55110.

"With 64% of our members owning dogs and 30% having two or more, we have an opportunity to support our long-time partner, Nestle Purina, and put some serious money into habitat projects," added Duggan.

PF is a non-profit conservation organization dedicated to the protection and enhancement of pheasant and other wildlife populations in North America through habitat improvement, land management, public awareness, and education. Such efforts benefit landowners and wildlife alike. PF has more than 108,000 members in over 600 local chapters across the continent.