



Press Release

For Immediate Release

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Pheasants Forever Welcomes Purina as National Dog Food Sponsor

Seven in 10 Pheasants Forever members are dog owners

Saint Paul, Minn. – May --, 2011 – [Pheasants Forever](#) and [Quail Forever](#) announce Nestlé Purina and Purina Pro Plan brand dog food as the organization's national dog food sponsor. The agreement renews Purina's longtime – more than two decades – support of the nation's leading upland conservation organization.

In addition to providing Pheasants Forever and Quail Forever corporate support, Purina also will provide support to the more than 700 Pheasants Forever and Quail Forever chapters across the United States and Canada. Nestlé Purina will be a featured exhibitor at Pheasants Forever's [National Pheasant Fest & Quail Classic](#), which will be held February 17, 18 & 19, 2012, at the Kansas City Convention Center in downtown Kansas City, Missouri. The show is the largest in the nation for pheasant and quail hunters and bird dog enthusiasts. Purina brand dog food nutrition and dog training experts will offer seminars throughout the 3-day weekend.

"Nestlé Purina is pleased to again be the National Dog Food Sponsor of Pheasants Forever and Quail Forever," said Bob West, Director, Sporting Dog Group. "This is a great fit because Purina, and our Pro Plan brand, provide top-notch nutrition for hardworking dogs and we're excited about the opportunity to share the latest information about canine nutrition, conditioning and training. Over the years, Purina and the Pheasants Forever leadership have enjoyed a solid relationship and it is a real pleasure to have our teams working together again."

"Seven in 10 Pheasants Forever and Quail Forever members own dogs, and pet nutrition and care is very important to them," says Howard Vincent, Pheasants Forever and Quail Forever's National President and CEO, "Even more important, our members support our conservation efforts with their pocketbooks and their volunteer time. It's important to them that companies do the same, and Purina is one of those outstanding examples."

Purina will provide a sporting dog nutrition/training tip in each edition of [On the Wing](#), Pheasants Forever and Quail Forever's monthly eNewsletter. Pheasants Forever and Quail Forever will also work with Purina to provide additional sporting dog related content both online and in the *Pheasants Forever Journal of Upland Conservation* and the *Quail Forever Journal of Quail Conservation*.

Nestlé Purina PetCare, a global leader in the pet care industry, promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. Part of Swiss-based Nestlé S.A., the world's largest food company, Nestlé Purina PetCare's North American headquarters is located at Checkerboard Square in St. Louis, Mo.

Pheasants Forever, including its quail conservation division, Quail Forever, is the nation's largest nonprofit organization dedicated to upland habitat conservation. Pheasants Forever and Quail Forever have more than 130,000 members and 700 local chapters across the United States and Canada. Chapters are empowered to determine how 100 percent of their locally raised conservation funds are spent - the only national conservation organization that operates through this truly grassroots structure.