

## **Purina Parent Club Partnership Program Update – 12/9/2009**

As a dog breeder and/or enthusiast, you are probably very aware of the issues we all face trying to preserve our rich heritage and ensure a bright future for dogs everywhere.

Since 2002, thousands of fellow dog breeders and enthusiasts have chosen to have an impact by feeding Purina brand dog foods, participating in Purina Pro Club and declaring their participation in the Purina Parent Club Partnership (PPCP) Program. When you enroll in the PPCP Program, Purina will match the value of the weight circles you submit by 10% to help promote the health and well-being of your breed. This in no way impacts your personal rewards.

Half of the matching earnings each year are pre-designated for canine health research and contribute to supporting Canine Health Foundation grants in which researchers aim to better understand the genetics behind many conditions affecting our dogs. The other half is eligible to provide supplemental funding of canine health research or may be used to fund educational and/or rescue efforts. The PPCP Program has raised in excess of \$2.8 million for canine health research, education and rescue efforts.

Has your club utilized the funds at the Canine Health Foundation (CHF) to support research? Remember that half of all PPCP earnings go to the CHF and are designated for research to benefit your breed. Current projects include such topics as exercise induced collapse, cancer, epilepsy, cruciate ligament rupture and degenerative myelopathy. Contact the CHF today ([caninehealth@akcCHF.org](mailto:caninehealth@akcCHF.org)) to see how your PPCP funds can make a difference!

In addition to helping fund a variety of canine health research projects, funding has been used to help support educational outreach programs such as scholarships, library support, essay contests, youth programs, conservation education programs, art contests, reading programs, judges education seminars, breed specific educational materials such as illustrated breed standards and responsible dog ownership materials.

Rescue programs also benefit as funds have been used not only for the direct care of those dogs in need, but by also providing the much needed funding to support additional fund raising through the development of calendars, websites and adoption events.

The core essence of the Purina Parent Club Partnership Program is working together for the betterment of dogs everywhere. Your national breed club, the Canine Health Foundation and Purina are working together to preserve our heritage and ensure a healthy future for our canine companions.

As of November 30, 2009, the Irish Wolfhound Club of America has 252 members declared for the Purina Parent Club Partnership Program. From January 1, 2009 through November 30, 2009, 74 members have submitted weight circles resulting in a total of \$1,752.56 accumulated thus far for the 2009 Program.

The best way to increase the earnings and close the gap on the potential earnings is by spreading the word:

**To Club members who are already Pro Club® members:** Encourage them to declare for the Purina Parent Club Partnership Program by calling 1-877-776-2582 and encourage them to submit weight circles to the Purina Pro Club®.

**To Club Members who feed Purina but are NOT members of Pro Club®:** Make them aware of the Purina Parent Club Partnership program and encourage them to join Pro Club®, declare for their breed and submit weight circles to the Purina Pro Club® .

Each new person who declares participation in the PPCP Program and submits weight circles or who joins Pro Club® and declares and submits weight circles will only help to increase the earnings for 2009. To assist you in spreading the word, we have developed ad slicks and a program overview sheet that are perfect for use in your club's publications, website, show catalog, etc. Additionally, we have found that many participants have been made aware of the program through information made available to them on their club's web site.

Recently, the Purina Parent Club Partnership Program established a presence on [facebook](#). Visit [www.facebook.com](http://www.facebook.com) and search Purina Parent Club Partnership Program or <http://www.facebook.com/search/?q=purina+parent+club+partnership+program&init=quick#/group.php?gid=89829386851&ref=search&sid=1255570692.795229877..1> and join the group. Please encourage club members and friends to join our facebook group as well. We hope to use this group to communicate general information, share successes, best practices, etc. The more we spread the word, the more we can do for canine health and well-being.

If your club has not already done so, please consider adding a link from your website to the PPCP website to make it easy for fanciers of the Irish Wolfhound to access additional information about the PPCP program. If you would like a copy of the ad slick, overview or a web link image, please email me at [MICHAEL.ALLWAY@PURINA.NESTLE.COM](mailto:MICHAEL.ALLWAY@PURINA.NESTLE.COM) and I will be happy to fulfill your request.

Also, please do not forget that we have PPCP promotional display boards that your club may have for their use while supplies last. We hope you will be able to use the display at events, meetings, banquets, etc. to help build awareness of the program and earn funds to benefit your breed. If you are interested in receiving a display board for your club's use, please let me know.

Please encourage participation in this unique program, and submission of weight circles to benefit the Irish Wolfhound. Though canine health is a major component of the PPCP program, canine welfare is also an integral component. Please remember that education encompasses a wide array of activities. Such activities may include but are not limited to judges' education, breed information / standards, youth programs, educating of public officials in responsible canine legislation, studies that include conservation practices related to habitat beneficial to sporting dog events, scholarships, etc.

Purina thanks you for this opportunity to partner with you and the Canine Health Foundation in advancing the health and well being of the Irish Wolfhound.

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