



FOR IMMEDIATE RELEASE

CONTACT Julie Creed
JCreed@PuraNaturalsPet.com
844-698-4367 ext 709

PURA NATURALS PET SELECTS KARMA RESCUE FOR PHILANTHROPY PROGRAM FOR AMERICAN VET'S

New York, NY – August 28th, 2017 – Pura Naturals Pet® is proud to announce their new partnership with Karma Rescue™ as a sponsor for their new Philanthropy Program.

To kick off this program, Pura Naturals Pet donated \$20,000 of product, and is backing their sponsorship with company volunteer hours, advertising exposure and a product tie-in for big box, for the Paws for Life Program. Pura Naturals Pet grooming and health & wellness products will be used on all dogs going through the program. To date 136 dogs have been rescued and placed. It is our goal at Pura Naturals Pet, to save pets and increase the adoption rate of dogs placed with American Veteran's.

“As we grew our business at Pura Naturals Pet, we knew we wanted to create a meaningful program to give back to our industry and the community. Karma Rescue has an outstanding reputation. We couldn't have asked for a better partner than their team in furthering the support of pet wellness that we share. I'm eager to experience first-hand the success of their latest graduates.” stated Julie Creed, VP Sales & Marketing. “We know the value a pet provides to one's spirit. Being an American Made company, it's a privilege for us to aid in pairing canines with our nations Veteran's.”



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Karma Rescue is dedicated to saving the lives of harder to place dogs through strengthening the animal-human bond. Karma Rescue's **Paws for Life** program rescues dogs in animal shelters that are designated for euthanasia and places them with inmates in maximum security prisons. The inmates are taught by Karma trainers how to teach the dogs "Good Canine Citizenship." The dogs graduate out of the program as 'highly adoptable' and are placed by Karma Rescue in forever homes. Karma's newest program places dogs into prison-based training to respond to the symptoms of PTSD. Dogs learn about 60 commands, where the service dog can retrieve medication and recognize emotional distress. Dogs that graduate are then placed with suffering veterans to support their recovery.

"Karma Rescue's Chief Executive Officer, Robin M. Keefe stated, "It takes a powerful community of engaged and compassionate people and their diverse resources to accomplish our work. We are proud and grateful of our new partnership with Pura Naturals Pet. Oh, what we will accomplish together!"

Over 1.2 million U.S. war Veterans suffer from PTSD – nearly half go untreated. Our nation also has over 1.2 million abandoned dogs across the country. Our goal is to match Vet's with dogs and help solve this problem.

For information on Pura Naturals Pet visit PuraNaturalsPet.com or call customer service at (844) 698-4367. To donate directly to Karma Rescue access KarmaRescue.org/donate/

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About Pura Naturals Pet

Our mission is simple: The desire to help pets live longer, healthier lives. All of our products are made in the USA, we use American factories that engage in environmentally friendly practices and comply with product quality standards and strict guidelines. This passion and philosophy flows through everything we do, making it easy to put your pet's health first.

About Karma Rescue & Paws for Life

Karma Rescue is a non-profit organization dedicated to saving animals in need by finding them permanent homes and providing the resources for successful companionship. Through education, we instill the critical need for spay/neuter and offer guidance to strengthen the animal-human bond. Our vision is to help create a compassionate society which provides safety, refuge and protection for all animals.



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