



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

PURA NATURALS PET ANNOUNCES PAW RESCUE PROGRAM TO BENEFIT RESCUE DOGS

Ardasley, NY – May 1st 2019 – In honor of May’s National Shelter Pet Month, Pura Naturals Pet creates a program around their award-winning Certified USDA Organic Paw Rescue to aid rescue dogs. Retailers and customers that purchase Paw Rescue will have one donated to Paws for Life K9 Rescue. Within this incredible program, canines, and often bully-breeds, are pulled from high kill shelters. Inmates in maximum security state prisons train the dogs for up to a year, where they learn up to 70+ different commands. The dog is then matched to a U.S. Veteran, or first-responder, with PTSD and gifted as their service dog.

Julie Creed, VP of Sales & Marketing for Pura Naturals Pet stated “Since we partnered with Paws for Life K9 Rescue and sponsored their Service Dog program a few years ago, our retailers have been following the success and growth of the program. We’ve been very hands-on with our commitment to their inspirational program. We have always promoted ways for our retailers and consumers to donate on our website, newsletters, blog and social media, and many have asked for added ways to help. Now, we have a unique program that allows them to directly contribute in a personal way by giving back and creating positive change for animal welfare.”

Paw Rescue is the perfect product to launch this program as canines in the shelters have often come from dire situations and are subject to concrete that can continue to roughen their sensitive paw pads. We’re healing dogs paws - one Paw Rescue at a time.



844-698-4367 | PuraNaturalsPet.com



“Pura Naturals Pet has been a great advocate of our program and has aided in our growth. We’re thrilled retailers have been asking for ways to get involved. We’re also excited to be part of Pura Naturals Pet’s booth at Superzoo and meet retailers and media that that been so supportive to our program” said Alex Tonner, Founder of Paws for Life K9 Rescue.

For information on Pura Naturals Pet all-natural and certified organic products, visit our website at PuraNaturalsPet.com or call a customer service representative at (844) 698-4367.

###

About Pura Naturals Pet

Pura Naturals Pet™ is dedicated to delivering the highest quality products using the best ingredients the Earth has to offer. Our passion is the health and happiness of our 4-legged family members. Our products are USA Made, cruelty free, non-toxic and made with food grade ingredients. This passion and philosophy flow through everything we do in putting your pet’s health first.

Our mission is simple: The desire to help pets live longer, healthier lives. Our dedication to quality in both ingredients and manufacturing gives us the ability to ensure that you are using a product with no skin irritants or chemicals, that nature itself designed to be effective and safe.

We use American factories that engage in environmentally friendly practices and comply with product quality standards and strict guidelines.

About Paws for Life K9

Paws For Life K9 Rescue pulls its dogs from **City and County** shelters. Often, we choose dogs in need of socialization and training which we place with our incarcerated trainers throughout California State Prisons.

We do this because they can dedicate all of their time to their rehabilitation. After several months of training, our dogs are ready for family life after completing their AKC Canine Good Citizen (CGC) certification. Some are trained to become service animals for military veterans with PTSD. By lowering euthanasia rates and preparing dogs for service-jobs, PFL is proving that everyone deserves a second chance.



844-698-4367 | PuraNaturalsPet.com