

PURINA PARENT CLUB PROGRAM

THIS IS YOUR CHANCE TO HELP PEKINGESE BY PARTICIPATING IN THE PURINA PARENT CLUB PARTNERSHIP PROGRAM (PPCP)

For 2008 The Pekingese Club of America had 367 Pro Club Members declared for the Purina Parent Club Partnership Program. From January 1, 2008 through December 30, 2008, 61 members have submitted weight circles resulting in a total of \$1,204.11 accumulated thus far for the 2008 Program.



Do you feed your dogs Purina brand dog food?

If so, read on about this valuable program that can save you money, plus earn valuable funds for Pekingese and The Pekingese Club of America.

The Purina® Parent Club Program

Canine health is important to all of us. Eradicating diseases that afflict dogs to help them live longer and healthier lives is a key priority. That's why The Pekingese Club of America is participating in the **Purina Parent Club Partnership (PPCP) Program**. Purina is the first pet food manufacturer to step forward to financially support National Parent Breed Clubs to help raise money to fund canine health studies.

This program is truly a WIN-WIN program for Pekingese and Peke owners. Beyond the benefits you personally receive as a Purina Pro Plan member, your national breed club benefits, and the entire Pekingese breed benefits.

The PPCP Program works through Purina's loyalty program, **Purina Pro Club®**. Pro Club members will earn dollars for to be used for health studies, rescue and/or educational efforts. All you need to do is declare for the Pekingese breed. As a member of Pro Club, you earn valuable Purina Points for every purchased pound of participating Purina® brand dog foods. The PPCP Program allows members to earn 10% of the value of all points from valid weight circles credited to their Pro Club accounts for our breed club (weight circle redemption form). For example, for every \$100 worth of qualifying weight circle points earned by our Pro Club members, Purina will donate \$10.00. The money will be split so that 50% is donated to the parent club, **The Pekingese Club of America**, and 50% is donated to the **AKC/Canine Health Foundation**.

Look for a weight circle like this on participating Purina® products:



Canine Health Foundation Matching Funds

Through the PPCP Program, Purina and the AKC/Canine Health Foundation work together to help the PCA address priority health concerns for Pekingese.

The donation from this program that goes to the AKC Canine Health Foundation is eligible to be matched up to 100 percent by the Canine Health Foundation. That means that more money can be applied toward research on health issues that are specific to Pekingese.

The goal of Purina and the AKC Canine Health Foundation is to provide funding and resources to help breed clubs accomplish more in learning the causes of health conditions that may shorten a dog's life. Ultimately, the knowledge gained from canine health studies may help our dogs live longer, healthier lives.

The Benefits of Pro Club Membership

The Purina Pro Club is dedicated to supporting breeders and enthusiasts with exceptional nutrition, great savings and valuable services.

If you feed Purina brand dog foods and aren't already a Pro Club member, check out the benefits. By simply saving weight circles from specified Purina brand bags of dog food, you can earn valuable points for every pound of food purchased.

Purina Points can be redeemed for a variety of rewards:

Rebate checks

Purina logo apparel and merchandise

Checks for veterinary services

Gift certificates for retail, restaurants and travel

Free Puppy Starter Kits to send home with new puppy owners. These kits contain a comprehensive puppy care guide, health record, Purina brand puppy food coupon, puppy food sample bags, and space for breed-specific information, photos and pedigree.

Other Purina Pro Club Benefits:

- Complimentary subscription to Today's Breeder quarterly magazine.
- The chance to help Pekingese by participating in the Purina Parent Club Partnership Program or PPCP.

How To Participate

For those of you who are already Pro Club members, you can declare for this program by calling the Pro Club number (1-877-776-2582) or logging onto the Purina Pro Club website (www.purinaproclub.com).

For those of you who are not current members of Pro Club, we would encourage you to consider joining. Pro Club is dedicated to supporting breeders and enthusiasts with exceptional nutrition, great savings and valuable services.

To enroll in Purina Pro Club, please call them directly toll-free at 1-877-PRO-CLUB (1-877-776-2582), 7 a.m. to 5 p.m. CT, Monday through Friday. When calling, please let the representative know that you want to join Pro Club as part of the PPCP Program. You can also enroll through the website (www.purinaproclub.com).

Thank you for supporting the PPCP Program.

Together we can help the **Pekingese** live longer, healthier and happier lives.

