



Official BzzGuide



# What We're Bzzing

It may be hard to believe, but dogs really have been “man’s best friend” for eons. Cats were domesticated much more recently, but still have been living with human companions for a very long time. The downside of all this puppy (and kitty) love is that there’s a nationwide overpopulation of animals, and so many left without homes. But in April 2005, Purina® Pro Plan® brand PET FOOD founded the Rally to Rescue™ program to help smaller rescue organizations across the U.S. give rescued pets the nutrition and care they need and the loving homes they deserve. Because these rescue organizations tend to be smaller, they are often overlooked by potential donors and adopters.

Pro Plan® Rally to Rescue™ understands that animal rescues are run by people who absolutely love cats and dogs and who put boundless energy into finding the right homes for them. To that end, Pro Plan® Rally To Rescue™ selects “Rescue Ambassadors” and provides them with extensive tools to help them do what they do best: place animals in good homes. Rescue Ambassadors selected to be part of this program have access to exclusive resources and benefits, including marketing tools, event kits and fundraising tools. The goal of Pro Plan® Rally To Rescue™ is to reach 500 Rescue Ambassadors nationwide and to raise \$1million.

It’s evident that Pro Plan® cares about pets through its rescue efforts. But through its food, Pro Plan® also shows deep commitment to pets. Pro Plan® offers specialized nutrition to meet your dog or cat’s needs, whatever his/her lifestage or body condition. Pro Plan® dry foods (except Urinary Tract Health Formula) begin with real meat, poultry or fish as their #1 ingredient, as opposed to the meals or grains that are the primary ingredient in many other super premium brands. Pro Plan® is one of the most comprehensive product lines, with 25 dry dog formulas, 17 wet dog formulas, 15 dry cat formulas and 18 wet cat formulas.



Pro Plan® believes that all dogs and cats deserve quality nutrition and a secure home that will keep them healthy and happy. Through Pro Plan® Rally to Rescue™ and the Pro Plan® formulas, this vision is becoming a reality.

## “PRO PLAN® IS REALLY COMMITTED TO PETS.”



The commitment of Purina® Pro Plan® brand PET FOOD to pets may have started with food, but it definitely extends beyond the food bowl. In just over a year, Pro Plan® Rally to Rescue™ has signed up more than 400 dedicated Ambassadors for the program, with a goal to support a total of 500 Ambassadors. And this year, in an effort to build awareness, increase adoptions and raise funds, Pro Plan® Rally to Rescue™ is taking its commitment to pets on the road. The Rally Across America team will be appearing at events across the country, where activities will include pet adoptions and a virtual walk to raise money for pet rescue.

Pro Plan® is also hard at work meeting the nutritional needs of your dog or cat. Part of its 75 formula line-up includes five new Pro Plan® Selects™ dog products, each made with wholesome, natural ingredients you can feel good about. And because cats are carnivores and have bodies that work best with high levels of protein, Pro Plan® offers the highest protein dry cat food on the market. How's that for commitment?



## WHAT IS ANIMAL RESCUE, EXACTLY?

Animal shelters and animal rescues are different types of organizations, though the end goal for both is the welfare of abandoned or unwanted animals. Animal shelters generally take in all types and breeds of animals into their facility. A rescue differs in that it may not have a location, per se, because the available animals are often fostered in homes until they are permanently adopted. Pro Plan® Rally To Rescue™ exists to help pet rescuers and rescue organizations, especially the smaller ones that may have less visibility and thus less funding. Pro Plan® Rally To Rescue™ targets the rescue organizations that can benefit from Pro Plan's® assistance the most, and the result is lots of happy animals and people!

## HOW DOES PRO PLAN® RALLY TO RESCUE™ WORK?

Interested rescue organizations fill out the Pro Plan® Rally To Rescue™ Ambassador application at rallytorescue.org to get the ball rolling. Once accepted, the Ambassadors have access to exclusive benefits and resources, all created to help the rescue organization raise funds and increase adoptions. Pro Plan® Rally To Rescue™ supplies attractive matching Pro Plan® Rally To Rescue™ wristbands and collars that are meant to be worn by both pet and pet owner to show support for animal adoption. Each organization receives up to 200 wristband/collar sets that can be sold by the organization at a suggested \$5 per set. Selected organizations also receive financial, promotional and event support, in addition to Purina®

Pro Plan® brand PET FOOD for the available animals. This year Pro Plan® Rally To Rescue™ is also taking its message on the road with a mobile tour. To learn more about Rally Across America or to follow the tour, visit rallytorescue.org/rallyacrossamerica. You can even follow the crewmembers' blogs as they travel around the country!



## EVERYONE LOVES A SUCCESS STORY

When Mary Novak saw the emaciated Rottweiler that had been brought into Save 1 Pet rescue in Olive Branch, Mississippi, she searched his eyes and saw a strong will to live. The Rottie had been found by the side of the road and was too weak to stand. He had scars from having had a chain around his neck and fresh wounds from an existing chain that was tightly wrapped around him when he was found. To add insult to injury, the staff suspected he had heartworms. Luckily, the easygoing dog tested negative, and was nursed back to health with loving care and the good nutrition of Pro Plan® foods. He was named "Rally", and is now considered the "poster fur child of the Pro Plan® Rally To Rescue™ program". After being taught obedience and readied for adoption, a grateful Rally moved in with another Save 1 Pet officer. Another happy ending for Pro Plan® Rally to Rescue!™

In just over a year, Pro Plan® Rally to Rescue™ has signed up over 400 dedicated Ambassadors for the program

## MAY I SEE THE MENU?

Pro Plan® is passionate about pets, and they are committed to providing the best animal nutrition available. Superior animal nutrition yields healthy pets, and Pro Plan® offers a comprehensive line of products for dogs and cats of all lifestages and body conditions – all formulated with high-quality ingredients to deliver optimal nutrition. Real Meat, Poultry or Fish is the #1 ingredient in the dry dog and cat formulas (excluding Urinary Tract Health). Real meat contributes to high digestibility, promotes palatability and provides high-quality protein. It is specially formulated to bolster your pet's protective systems – Immune System, Digestive System and Skin & Coat. The new Selects™ line for dogs is formulated with real turkey or lamb as the #1 ingredient, egg, barley, oat meal, sun-dried tomatoes, blueberry pomace and sweet potatoes. And when it comes to cat food, Pro Plan® is the highest protein dry cat food, giving cats the protein they love and that their bodies need.

## MAKING THE SWITCH

So, what if your pet isn't currently eating Pro Plan®, but you'd like to make the switch? One can't make a sudden food switch on a pet. When introducing a pet to a new food, gradual diet change (10% increments) is recommended to avoid digestive upset. When a pet's diet is changed, it should be done gradually over a 7 to 10 day period by adding small amounts of new food to the food the pet is currently being fed. The first day, mix 10% of the new food with 90% of the current food. Each day, increase the amount of the new food while decreasing the amount of the current food. A gradual diet change will help prevent a refusal to eat or vomiting/diarrhea, which often occurs when sudden changes are made in pets' diets.

# BzzFacts

6

Purina® Pro Plan® brand PET FOOD is committed to the health and well being of pets everywhere through providing nutritional foods and supporting animal rescue. Here are some facts about Pro Plan® and Pro Plan® Rally to Rescue™:

>> rallytorescue.org and proplan.com are both full of information about animal nutrition and the good works promoted through Pro Plan® Rally to Rescue™

>> The Pro Plan® Rally to Rescue™ Buy One Give One coupons are a win-win: give them to interested friends, and they'll get \$3 off one package of any Pro Plan® food, and a rescued pet receives a Pro Plan® meal that's been donated in their name.

>> The matching Pro Plan® Rally to Rescue™ wristbands and collars, to be worn by pet and person, can be ordered online for \$5 per set at rallytorescue.org/ordering.aspx.



>> There are currently over 400 Pro Plan® Rally to Rescue™ Ambassadors, with a goal of 500.

>> Pro Plan® Rally to Rescue™ has set a goal of \$1million raised to help animal rescues and animals across the country. To that end, they're taking their "show" on the road with Rally Across America (rallytorescue.org/rallyacrossamerica).

>> Pro Plan® is available at pet specialty stores, farm and feed stores and through veterinarian offices; visit proplan.com to find retailers that offer Pro Plan®.

>> Pro Plan® has 23 dry formulas and 17 wet formulas for dogs of all lifestages, body conditions and breed sizes. There are also four different types of biscuits and five new Selects™ formulas with wholesome, natural ingredients.

>> Pro Plan® has 15 dry formulas and 18 wet formulas for cats of all lifestages and body conditions. All the dry formulas (except Urinary Tract Health) contain at least 40% protein to give cats the protein their bodies need. This helps cats maintain muscle mass for strength and a healthy energy level.

>> 67 of the Top 100 AKC All-Breed Champions in the 2005 Final Ranking are fed Pro Plan®\* – that's proven success in the show arena.

\* AKC TopDogs<sup>sm</sup> in all-breed competition through December 31, 2005

7



“We are so grateful, not only for your wonderful dog food, but for the assistance you have given us to market our homeless dogs.”

**Sherry**

Almost Home Dog Rescue of Ohio



# BzzTriggers

10

Here are some contexts or situations in which it would be natural to Bzz about Purina® Pro Plan® brand PET FOOD and/or Pro Plan® Rally to Rescue™:

- »» When you're buying pet food or at the pet store
- »» When driving past a PETCO, PetSmart® or other pet specialty store
- »» When hanging out with someone who has a cat or dog
- »» When you're dog or cat sitting
- »» When someone talks about wanting to get a cat or dog
- »» When you see someone playing with their cat or dog
- »» When going to the vet
- »» While watching animal documentaries on TV (not at the movie theater, though – that generally doesn't go over so well!!)
- »» When you see or are at other fundraising events
- »» When talking about causes you believe in

11



# BzzTargets

12

Here are some people who might be interested in Purina® Pro Plan® brand PET FOOD and Pro Plan® Rally to Rescue™

- >> People who are involved in pet rescue or adoption
- >> Someone who has adopted a pet, or is planning to adopt one
- >> Friends or acquaintances at the dog park
- >> Anyone interested in good causes (philanthropists)
- >> Pet owners, especially those who are passionate about their pet's general health and well-being
- >> Pet owners who shop at pet specialty stores such as PetSmart® and PETCO
- >> Vets, animal trainers, pet groomers, doggy daycare owners, people who are involved in dog or cat shows
- >> People who are in tune with nutrition and food ingredients, both their own and their pet's



13





“We are just thrilled to have all these items to make our events and fundraising efforts really stand out in the crowd. We cannot say enough about Rally to Rescue. Thank you for your support.”

**Marie**

Ten Lives Club  
North Boston, N.Y.

# BzzActivities

16

Here are some specific activities that can help you spread the word about both Purina® Pro Plan® brand PET FOOD and Pro Plan® Rally to Rescue™.

## GET INVOLVED

Find a local Pro Plan® Rally to Rescue™ Ambassador, and then direct others to the overall organization and its local beneficiary.

## WAY COOLER THAN MATCHING OUTFITS

Wear the Pro Plan® Rally to Rescue™ wristband and put the matching collar on your pet. Show your support and get the word out in a stylish way!



## LET THEM EAT PRO PLAN®

Switch your pet to Pro Plan® foods (gradually, as described in the BzzStory "Making the Switch") – you can't go wrong feeding your cat or dog such a nutritious brand of food.

## STUDY THE CHOICES

Help a friend find the perfect Pro Plan® food for his or her pet. With so many choices, there's certain to be one that's perfect.

## DELIVER THE NEWS

Circulate the Pro Plan® Rally to Rescue™ magazine. Full of heartwarming stories, it's a very direct way to describe the work of Pro Plan® Rally to Rescue™.

## 'TIS BETTER TO GIVE

Use the Buy One, Give One coupon that came in your BzzKit to try Pro Plan® for your pet and donate a meal to a pet in need. Hand out the other coupons to those you know with pets so they, too, can donate a meal to a special rescue dog or cat.

## CREATE YOUR OWN BZZ

You don't have to stick just to our suggestions. You can create your own BzzActivity. Pets are such a big part of our daily lives that many opportunities may naturally arise. Remember the Code of Conduct and Bzz away!





Trademarks owned by Société des  
Produits Nestlé S.A., Vevey, Switzerland.  
Printed in U.S.A.



**Pro Plan® Rally to Rescue™ BzzCampaign**  
**Contact: BzzAgent Jono P: 617-451-2214**  
**E: Jono@bzzagent.com AOL/Yahoo IM: bzzagent**

© 2006 BZZAGENT, INC.