



## **Purina Kicks Off Nationwide Pink 50 Campaign to Support Breast Cancer Research**

*Purina to host more than 50 events across the U.S. in an effort to reach out to the rural community and feed today for a difference tomorrow*

(ST. LOUIS, Mo. – August 9, 2010) –Purina is *thinking pink* this fall as they gear up for their first ever Pink 50 Campaign, an effort to unite animal lovers everywhere and raise awareness and support for breast cancer research. In September and October, more than 50 fundraising events will be held by Purina retailers nationwide in an effort to encourage communities to take action against the disease.

“The purpose of the Pink 50 Campaign is to reach out to women in rural America —raising awareness about breast cancer, educating and sharing information and supporting one another,” said Christy Goodwin, Marketing Manager, Land O’Lakes Purina Feed. “At Purina, we’ve always been passionate about making a positive impact in the lives of animals and their owners.”

Purina’s Pink 50 Campaign events will range from trail rides and barbeques to tack swaps, with each event sharing a common purpose — to feed today for a difference tomorrow. For a listing of local events, log on to [www.purinamills.com/Pink50](http://www.purinamills.com/Pink50).

In addition to the more than 50 Purina events taking place across the nation in support of breast cancer awareness and research, Purina also will be turning its top animal feed packages pink. Purina plans to donate a portion of the proceeds from every pink bag sold to breast cancer research. Select animal feeds include Equine Senior<sup>®</sup>, Strategy<sup>®</sup> GX, and Omolene #200<sup>®</sup> horse feeds, Layena<sup>®</sup> SunFresh<sup>®</sup> Recipe poultry feed, Rabbit Chow<sup>™</sup> Complete Natural AdvantEdge<sup>®</sup> rabbit food and Goat Chow<sup>®</sup> goat feed.

The Pink 50 Campaign was inspired by Purina’s Equine Senior Horse Tales Contest held every other year that encourages horse owners to share their heartfelt stories.

“Several stories that we receive from horse owners describe how their horses offered an escape from cancer and other illnesses and how their horses provided comfort to family members as they stood by and helped mothers, daughters, fathers and sons through treatment,” said Goodwin.

Purina’s featured 50 local fundraising events are included below. To find more events in your area, or for more information on a specific event, contact your local Purina retailer or log on to [www.purinamills.com/Pink50](http://www.purinamills.com/Pink50).



Event Location	Event Date	Event Name	Local Purina Retailer/Sponsor
<b>Arizona</b>			
Chino Valley	9/25	Olsen's Equifest Roping	Olsen's Grain - Prescott
Chandler	11/13	Making a Difference Purina Pink Trail Ride/Walk at Rawhide Wild West Town	Karsten's Ace Hardware – Cave Creek The Stock Shop - Glendale Western Seed & Supply - Florence Pet Food Depot – Phoenix
<b>Arkansas</b>			
Fort Smith	11/25-12/25	Donald W. Reynolds Cancer House Adopt-A-Family	Farmer's Co-op System – Van Buren and Fort Smith
<b>California</b>			
Paso Robles	10/29	The Purina Paint Paso Pink Day	Local dealers to be determined. Please check website for more information.
<b>Colorado</b>			
Larkspur	9/25	Ride Today for a Difference Tomorrow at Greenland Open Space	Golden Mill - Golden American Pride Co-op - Brighton Parker Feed - Parker O'Malley's Mercantile - Watkins
<b>Florida</b>			
Niceville	10/1-10/2	Friday Pink Night Out and Saturday Pink Fun Day	Laura's Pet & Horse Supply
Tallahassee	11/7	Ladies Night Fashion Show and Fundraiser	Woodville Ace Hardware
<b>Georgia</b>			
Social Circle	10/2	Boss Brothers Breast Cancer Awareness Trail Ride	Boss Brothers Country Store - Loganville
<b>Illinois</b>			
Joliet	10/1-10/29	Paint Your Pumpkin for a Difference	Tri-County Stockdale
<b>Indiana</b>			
Mooreville	10/2	Fall Family Festival in Pink	Orchard County Store
<b>Iowa</b>			
Granger	10/2	Cancer Kickin' Country Bash and Trail Ride at Jester Park Equestrian Center	H&S Feed and Country Store Inc.- Oskaloosa
<b>Kansas</b>			
Cottonwood Falls	9/24-9/26	Dream Ride at Flying W Ranch	Family Center Farm and Home - Harrisonville The Family Center - Paola Kansas Country Store - Leavenworth Brummel Farm Service - Garnett Reyer's Country Store – Strong City Bluestem Farm & Ranch Supply - Emporia Y Bar H Outpost & Pet - Olathe
<b>Kentucky</b>			



Simpsonville	10/2	Dog Daze/Critters Against Cancer	Metzger's Country Store
Shelbyville	Saturdays in October	Paint Your Town Pink	Tapp's Feed & Farm Supply
<b>Louisiana</b>			
Ponchatoula	Saturdays in October	Pink Saturdays in October	Ponchatoula Feed & Seed Store
<b>Maryland</b>			
Elkton	10/10	Oxford's Pink Poker Prance to Kick Breast Cancer Horseback at Fair Hill Natural Resource Center	Oxford Feed & Lumber – Oxford, Pa.
<b>Minnesota</b>			
Minneapolis	11/7-11/10	Prettiest in Pink Purina Costume Contest at American Rabbit Breeders Association National Show	Sponsored by Purina® Rabbit Chow™
<b>Mississippi</b>			
Hattiesburg	9/25	I Tackled Twister for the Twins Mechanical Bull Ride	Hub City West Farm and Garden
Gulfport	10/9	Fazzio's Pink Rabies Shot Clinic and Horse Nutrition Fun Day	Fazzio's Home & Farm Center
<b>Missouri</b>			
New Melle and Labadie	10/16	Feed for A Cause	Straatmann Feed & Transfer
<b>Montana</b>			
Butte Hamilton Missoula Dillon	10/21	Girl's Night Out	Quality Supply
<b>Nebraska</b>			
Pierce	9/25	"Ride Today for a Difference Tomorrow" Trail Ride at Willow Creek State Recreation Area	Elkhorn Feed Center - Norfolk Garry's Farm Service - Bloomfield Osmond Farm Supply - Osmond Laurel Feed and Grain - Laurel
Newcastle	10/1-10/3	Mane Program Trail Ride at the Niobrara River	Mane Program Purina Dealers
Gordon	10/2	Pink 50 Poker Ride	Farmers Co-op Elevator Co.
Franklin	10/25-10/30	Feeding for a Difference Trail Ride	Ingram Feed and Seed
<b>New Mexico</b>			
Las Cruces	10/9-10/10	Cowboys for Cancer Research Annual Roping Event	Horse N Hound Feed N Supply
<b>North Carolina</b>			
Castle Hayne	10/16	Customer Appreciation Pink Pig Pickin' Barbeque	Hudson's Hardware & Beyond
Sanford	10/14	Ladies Night Wine and Cheese Party	Carolina Town and Country
Clayton	10/23	Pretty n Pink	Hudson's Hardware
Beulaville	10/1-10/3	Ridin' for a Cause with Milam Hardware at the Whippoorwill	Milam Hardware - Burgaw



		Campground	
<b>Ohio</b>			
New Philadelphia	10/10-10/16	Agland Goes Pink	Agland Co-op, Inc.
Cortland Chardon Jefferson Middlefield Ravenna	10/16	Everything Pink Sale	Western Reserve Farm Co-op
<b>Oklahoma</b>			
Cleveland	10/9	Walker's Wear Pink	Walker's Feed, Pet & Garden Center
<b>Pennsylvania</b>			
Pottstown	10/2	Paint the Roller Mill Pink	Pottstown Roller Mills Inc.
Grantville	9/11	Purina Pink 50 Dash for Hope at Hollywood Casino at Penn National Race Course	Reifsnyder's Ag Center - Bernville
<b>South Carolina</b>			
Conway	10/7	Ladies Night Out	Conway Feed & Garden
<b>Tennessee</b>			
Camden	10/2	Pink Fun Fest at Magic Valley Saddle Club	Benton Farmers Co-op
<b>Texas</b>			
Keller	9/18	Keller Saddle Club Play Day	McDonnell Building Materials & Feed
Fort Worth	Fridays in October	Pink Night Out at Stockyards Championship Rodeo	Russell Feed and Supply, Inc.
Denton	10/12	Hoedown for Hope	D&L Farm and Home - Denton
Aubrey Denton Gainesville McKinney Salina	10/2	Pinktoberfest	D&L Farm and Home
Arcola	10/16	Trade for a Difference Trade Day	Arcola Feed and Tack, LLC
Temple	10/16	Think Pink! Day at Temple/Belton Feed	Temple/Belton Feed and Supply
Waco	10/14	Heart O' Texas Rodeo	Bar None Country Store - Waco Brazo's Feed - Bryan B & S Farm & Ranch - Waco McGregor General - McGregor Williams Feed Store - Marlin Watson's Feed Store - Mart
El Campo	10/23	Relay for Life – Team FCEC Posse Representing Breast Cancer Awareness	Farmers Co-op of El Campo
Millsap	10/30	Weiner Dog Races and Costume Contest	Walden Farm and Ranch Supply
Kenedy	Saturdays in October	Tractor City's October Cancer Awareness	Tractor City Country Store



<b>Utah</b>			
Cedar City	9/10 – 9/11	Lions Club Great American Stampede and Southern Utah University NIRA Rodeo	Intermountain Farmers Association – Riverton, Tremonton, Draper, Naples, Spanish Fork, Ogden, Salina, St. George, Salt Lake City, American Fork, Ephraim
<b>Washington</b>			
Kennewick	10/9	Ranch and Home's Pink October "Feed For Life"	Ranch and Home- Kennewick
<b>Wisconsin</b>			
Walworth	Saturdays in October	Pink-a -Palooza	Main Street Country Store

**About Land O’Lakes Purina Feed LLC**

Land O’Lakes Purina Feed LLC ([www.landolakesinc.com](http://www.landolakesinc.com)) is a national organization serving producers and their families through 4,700 local cooperatives and independent dealerships throughout the United States. The company, in combination with its wholly owned subsidiary Purina Mills, LLC, is North America’s leading feed company, providing producers, cooperatives and dealers with an extensive line of animal feed, ingredients and services designed to help agricultural producers, dealers and cooperatives compete in the global marketplace.

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