

Changing Animals' Lives One Step at a Time: Nutrience Sponsors the Ontario SPCA Friends For Life! Walk™ Weekend

Montreal, Canada – August 4, 2014 – Nutrience, a premium family-owned pet food brand, is proud to be the 2014 sponsor of the 3rd annual Ontario SPCA Friends for Life! Walk™.

On the weekend of September 20-21st, people and pets alike will come together in 18 communities across Ontario to help raise funds and awareness for the protection and care of animals across the province. With everyone's support, this year's event is looking to surpass last year's fundraising total of \$375,000 raised. Each event includes a fundraising walk and lots of fun activities for walkers and their four-legged friends.

"We're happy to be a part of such a great event," said Warren House, Brand Manager for Nutrience. "Not only will it help raise awareness and much needed funds for animals in need, it's also a great excuse to get outdoors and get active with your pet".

The Friends for Life! Walk™ is not the first time Nutrience has lent their support to the Ontario SPCA and their ongoing efforts. In 2012, Rolf C. Hagen, parent company of Nutrience, donated over \$50,000 in food and supplies and provided funding for a Rescue and Relief Trailer which has facilitated numerous animal rescue missions since hitting the road.

"Without the support of animal lovers across the province and corporate sponsors like Nutrience, the Ontario SPCA cannot help animals in need," says Marc Ralsky, Director of Community and Donor Development for the Ontario SPCA. "It's that simple: walking together, we can change the lives of animals across the province."

For more information on event locations and registration, visit www.friendsforlifewalk.ca.

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Nutrience®



About Rolf C. Hagen Inc.:

Since 1955, the Hagen family has created products of uncompromising excellence that pet parents have come to trust. The Hagen family remains actively involved in all aspects of the company, including the production of Nutrience in their very own state-of-the-art human-grade facility in New York. www.Hagen.com

About Nutrience:

A registered trademark of Rolf C. Hagen Inc., Nutrience is pet food made with purpose. From quality North American ingredients backed by their 'No Bad Anything' promise, to unique small-batch production for superior control, every bag Nutrience crafts represents an unwavering attention to quality and an ongoing commitment to natural, wholesome nutrition. For over 25 years Nutrience has offered pet parents foods they can feed with the same pride that goes into making them - foods created to truly nourish the body and fuel the spirit. www.Nutrience.com

About Ontario SPCA and Humane Society:

Protecting animals since 1873, Ontario SPCA is Ontario's Animal Welfare organization. A registered charity comprised of over 50 Communities, the Ontario SPCA provides animal protection, rehabilitation and care, as well as advocacy and humane education, in neighbourhoods across the province. Since 1919, when Ontario's first Animal Welfare legislation was proclaimed, the Ontario SPCA, with the help of its Communities, has been entrusted to maintain and enforce Animal Welfare legislation. The Act provides Ontario SPCA Agents and Inspectors with police powers to do so. Ontario SPCA provides leadership in animal welfare innovations including introducing high-volume spay/neuter services to Ontario and opening the Provincial Education and Animal Centre. www.ontariospca.ca. Adopt • Learn • Volunteer • Donate

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