



FOR IMMEDIATE RELEASE

## **Rewards App Makeena and Pet Sustainability Coalition Partner to Grow Sales for Accredited Pet Brands**

*Boulder, Colorado - April 6, 2021.* The Pet Sustainability Coalition and Makeena announce their partnership to provide Pet Sustainability Accredited companies with the unique opportunity to leverage Makeena's mobile app and web-based data insights platform to drive product discovery and repeat sales.

The Pet Sustainability Coalition provides Pet Sustainability Accreditation for pet industry suppliers and brands that complete an annual assessment of their environmental and social practices. Once verified, the companies receive sales and marketing benefits, including the use of the accreditation badge, earned-media discounts, special categories in partner sales and marketing platforms, and exposure to buyers at exclusive events. There are 47 pet industry companies currently meeting accreditation criteria.

Referred to as the *app for good*, Makeena helps consumers discover, locate, and save on better-for-you, better-for-the-planet brands and their products, no matter where they like to shop, even online. After purchase, users simply scan the product bar code and submit a digital or physical receipt through the app to earn a wide variety of cash back offers and other rewards, like free samples.

The partnership provides an exclusive value for Pet Sustainability Accredited companies choosing to be on the platform, and even includes an attribute search function for PSC Accredited brands. Additional joint marketing activities will be coordinated and announced throughout the course of the partnership.

“Makeena shoppers can easily discover and learn about a wide variety of brands, ranging from food and beverage to cosmetics, clothing, and of course, pet products, said Karen Frame, CEO and Founder of Makeena. “It’s important for all of us to be able to find and support companies that are taking the extra steps necessary to become more eco-friendly. Our partnership with the Pet Sustainability Coalition is a perfect fit and we couldn’t be more excited to help their Pet Sustainability Accredited companies share their stories, continue to grow, and engage with all of Makeena’s mindful users.”

"We are elated to partner with Makeena, given their dedication to connecting conscious consumers with brands dedicated to creating a better planet," said Caitlyn Dudas, PSC's Executive Director. "This new marketing opportunity for our accredited companies is a great way to get in front of consumers eager to learn more about their sustainability leadership, and earn rewards for purchasing their products."

### **About Makeena**

*Makeena is a rewards app that connects shoppers with "brands for good." Available on Apple iOS and Android, the app enables shoppers to buy eco-friendly, healthy products from any source, upload receipts, and then earn cash rewards, freebies, and samples. Brands and retailers receive critical business analytics and shopper profile data to expand their presence in the market and increase business. Makeena is a certified B Corporation. For more information, visit [makeena.com](http://makeena.com).*

### **About the Pet Sustainability Coalition**

*The Pet Sustainability Coalition advances business through profitable environmental and social business practices. Founded in 2013 by eight companies who recognized a need for a collaborative platform for the industry to address increasing expectations for sustainable products, PSC now supports 140+ pet companies on their sustainability journey and is home to one of the most vibrant communities of leaders in the pet industry. Learn more at [www.petsustainability.org](http://www.petsustainability.org).*

### **About Pet Sustainability Accreditation**

*The Pet Sustainability Accreditation Program is the only accreditation in the pet industry that measures and verifies a pet business' sustainable business operations. To achieve accreditation, accredited companies must complete a third-party assessment, verify their answers, and demonstrate year-over-year improvement. For more information, visit <https://petsustainability.org/psc-accreditation/>.*