

Top Internet Celebrity Cats Join Together for the First Time to Support Cause of Wet Cat Food for All Cats

Friskies® Enlists Internet Cat Sensations Grumpy Cat, Colonel Meow, Nala Cat, Hamilton the Hipster Cat and Oskar the Blind Cat to Lend Their Celebrity to the Cause

ST. LOUIS--(BUSINESS WIRE)--What would your cat do for a taste of wet cat food? Today, Friskies® launches its “If You Feed Me” campaign to support the position that all cats deserve a taste of wet cat food. For the first time ever, Friskies is bringing together five of the world’s most fascinating Internet celebrity cats – Colonel Meow, Nala Cat, Hamilton the Hipster Cat, Oskar the Blind Cat, and Grumpy Cat, the official “spokescat” of Friskies – to pledge what they’ll do for wet food, and help encourage cats everywhere to join this significant cause through the online campaign at www.IfYouFeedMe.com.

“ Friskies has teamed up with celebrity cats, who are putting their own personal interest on the line, in a one-of-a-kind partnership to rally around wet cat food, and to encourage owners nationwide to give their cats a taste of the variety they want.”

Backing the cause, Friskies released a dramatic [video plea](#) by cats publicly stating what they will or won’t do if they can just get a taste of amazing wet cat food. The five celebrity cat heavyweights will lend their support by sharing funny photo memes and vignettes on their personal social channels as well as on www.IfYouFeedMe.com. Fans are encouraged to create and upload their own memes using the meme generator on the website.

“We want to inspire cats everywhere to join the cause and urge their owners to feed them the wet food,” said Shawn Brain, Friskies Brand Manager. “Friskies has teamed up with celebrity cats, who are putting their own personal interest on the line, in a one-of-a-kind partnership to rally around wet cat food, and to encourage owners nationwide to give their cats a taste of the variety they want.”

Visit www.IfYouFeedMe.com to create your own meme and join the cause. Every cat deserves a taste of wet cat food.

ABOUT FRISKIES

The Friskies® brand offers a complete line of great-tasting cat foods, including more than 60 wet, dry and treat varieties. Friskies is manufactured by Nestlé Purina PetCare, a global leader in the pet care industry. Nestlé Purina PetCare promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. The North American headquarters for Nestlé Purina PetCare is located at Checkerboard Square in St. Louis; Mo. Nestlé Purina PetCare is part of Swiss-based Nestlé S.A. – the world’s largest food company.

Contacts

MEDIA:

Taylor

Jennifer Knoebbel. 212-714-5732


jknoepfel@taylorstrategy.com

or

Friskies

Julie Voss Catron, 314-982-3064

julie.vosscatron@purina.nestle.com

Additional assets available online:  [Photos \(3\)](#)