

What's So Great About a Cat? 19-Year-Old Photographer Jessica Trinh Embarks on Photo Journey to Find Out

Purina Pro Plan Cat launches #MyGreatCat Campaign with New Photography Collection and Social Donation Drive

St. Louis, Mo. (June 16, 2014) – What's so great about a cat? Is it her athleticism? Her independence? Her curiosity? Purina® Pro Plan® knows that every cat has a unique, inherent greatness and helps feed that greatness through its advanced nutrition. To inspire owners to recognize and share the greatness in their own cats, Purina Pro Plan has launched the [#MyGreatCat](#) campaign with a new photography collection from 19-year-old, up-and-coming pet photographer Jessica Trinh. The campaign also features a social component, which asks owners to share photos of what's so great about their cats using [#MyGreatCat](#) and [@ProPlanCat](#), and in return, the brand will donate up to 50,000 pounds of food to cat rescue groups through the [Rally to Rescue®](#) network.

To help Trinh, who specializes in artistic portraits of dogs, discover the greatness in cats, Purina Pro Plan invited her into the homes of 10 cat owners to uncover the characteristics that make cats uniquely great and chronicle their personal stories through photography.

"I wanted to explore the emotion of these cats and reveal the relationship between them and their owners," said Trinh. "Having always been a 'dog person', I was quite surprised by what I found. The playfulness, the authority they conveyed – and the love they clearly communicated. Each cat had its own story to tell, and I look forward to discovering more in my future work."

To celebrate the launch of the [#MyGreatCat](#) campaign, Trinh's photos were unveiled in a

pop-up photo gallery in San Francisco's Union Square on Saturday, June 14. The gallery also featured a handful of consumer-submitted photos selected by [@Cats_of_Instagram](#), the largest curator of cat images on Instagram.

Additionally, during the campaign, consumers are encouraged to share what makes their cats great on their own social media channels. For each photo or video that includes the hashtag [#MyGreatCat](#) and [@ProPlanCat](#) from now until August 31, Purina Pro Plan will donate one pound of its cat food – up to 50,000 pounds – to hundreds of cat rescue groups nationwide through the Purina Pro Plan Rally to Rescue network.

"We want cat owners everywhere to not only recognize what makes their cats great but be empowered to share that," said Aaron Williams, brand manager for Purina Pro Plan Cat food. "Purina Pro Plan believes that advanced nutrition helps bring out the best in your cat, so we're helping to start the conversation of cat greatness to acknowledge how amazing these animals really are."

To view Trinh's photographs, visit <http://on.fb.me/1nFKKE7>. For more information on the [#MyGreatCat](#) campaign, visit www.proplan.com/mygreatcat or find Purina Pro Plan Cat on Facebook (<https://www.facebook.com/proplancat>), Instagram (<http://www.instagram.com/proplancat>) and Twitter (<https://twitter.com/proplancat>).

About Purina Pro Plan Cat food

Purina Pro Plan Cat understands that every cat is different in her own, wonderful way. That's why Purina Pro Plan's wide range of dry and wet cat foods and snacks, sold exclusively at pet specialty stores, can be found in three unique nutritional platforms – Savor, Finesse, and Focus – with each formula designed to provide advanced nutrition to help bring out the best in your cat. For more information, visit www.proplan.com/cat.

About Purina Pro Plan Rally to Rescue

Rally to Rescue is a partnership of Purina Pro Plan and select pet rescue organizations across the country who give adoptable pets the care they need and the loving homes they deserve. Since 2005, Rally to Rescue organizations have saved over 600,000 pets. To learn more about the Purina Pro Plan Rally to Rescue network, visit www.proplan.com/rallytorescue or find us on Facebook at www.facebook.com/rallytorescue.

About Nestlé Purina

Nestlé Purina PetCare Company is a global leader in the pet care industry and promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. The North American headquarters for Nestlé Purina is located at Checkerboard Square in St. Louis, Missouri. Nestlé Purina is part of Swiss-based Nestlé, the world's leading nutrition, health and wellness company.

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