

Purina ONE® Cat Camp Now Open For Campers

Cat Camp Lets Campers Experience What Whole Body Health Means For Their Cats

NEW YORK, July 31, 2015 /PRNewswire/ -- Purina ONE is bringing the outside in with the first-ever indoor Cat Camp in the heart of New York City. At Purina ONE's Cat Camp, campers can experience what whole body health means for cats.

Experience the interactive Multimedia News Release here:

<http://www.multivu.com/players/English/7585151-purina-one-cat-camp/>

Adoptable cats from a Petfinder partner shelter will roam the "campgrounds" to interact with campers and show how Purina ONE provides all the nutrition your cat needs for each life stage.

During the pop-up event, Cat Camp counselors will guide campers through a series of camp-style activities inspired by a healthy cat's routine including climbing, stretching, purposeful play and arts and crafts.

Attend in person at 201 Mulberry Street, July 31 – August 1 from 10 am – 6pm ET, or watch the video stream via Periscope on Purina ONE's Twitter feed @PurinaONECat.

What You'll See on Periscope on Friday, July 31 & Saturday, August 1:

10:00 am - 11:00 am: Cat Cam - Around the Campfire

10:30 am: Purina ONE cat expert Deb Greco talks about cat nutrition

11:00 am - 12:00 pm: Cat Cam - Climbing Wall

12:00 pm - 1:00 pm: Cat Cam - Purposeful Play Pond

12:30 pm: Purina ONE cat behaviorist Sandra Lyn discusses cat behavior

2:00 pm - 3:00 pm: Cat Cam - Around the Campfire

2:30 pm: Deb Greco shows you how to check your cat's whole body health

3:00 pm - 4:00 pm: Cat Cam - Purposeful Play Pond

4:00 pm - 5:00 pm: Cat Cam - Cat Stretching

4:30 pm: Purina ONE experts talk about the Cat Camp experience

5:00 pm - 6:00 pm: Cat Cam - Climbing Wall

Share your questions with our experts @PurinaONECat with #ONECatCamp.

For more information on Purina ONE Cat Camp, go to <https://purinaone.com/catcamp>. You can also find Purina ONE on Facebook (<https://facebook.com/PurinaONECats>).

About Purina ONE brand cat food

Purina ONE provides inside out nutrition for lifelong, whole body health. Our goal is to help support your

cat's whole body health every day and throughout their lifetime, with formulas that address cats' changing needs throughout life.

About Nestle Purina

Nestle Purina PetCare Company is a global leader in the pet care industry. Nestle Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestle Purina PetCare is part of Swiss-based Nestle S.A., a global leader in nutrition, health and wellness.

SOURCE Purina ONE

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Additional assets available online:  [Photos \(1\)](#)