

## Purina Pro Plan® "Shreds" Typical Perceptions of Cat Food and Cat Owners

Purina Pro Plan is searching for extraordinary men who own and love cats

ST. LOUIS, Aug. 31, 2015 [/PRNewswire/](#) -- Purina Pro Plan is shredding perceptions of both traditional cat food and who typically loves cats by launching the Purina Pro Plan #MenAndCatsContest to celebrate the new Savor Shredded Blend.

Purina Pro Plan is working to change the perception of dry cat food by introducing the new Savor Shredded Blend, an all-new mealtime experience that combines crunchy kibble and tender meaty shreds to provide both extraordinary nutrition and exceptional taste.

In order to change how people think of who typically loves cats, Purina Pro Plan is partnering with proud cat guy and "Devious Maids" actor Gilles Marini to search for extraordinary men who own and love cats. We are asking that people nominate the cat guys in their lives or that those extraordinary cat guys out there enter themselves by sharing a photo of them with their cat on Instagram or Twitter using the hashtag #MenAndCatsContest and tagging @ProPlanCat from August 31 – September 14. Those men could be featured in the 2016 Purina Pro Plan Extraordinary Men and Cats Calendar and win a year's supply of Savor Shredded Blend.

"I'm a man who loves cats and I'm proud of it. I am extremely honored to work with Purina Pro Plan to launch Savor Shredded Blend and show the world that there are lots of guys out there who love their cats," Marini said. "Since the first day we brought her home, our cat Penelope has become a very important member of our family and I can't wait for everyone to see all of the amazing pictures of my fellow cat guys and their cats."

The 2016 Purina Pro Plan Extraordinary Men and Cats Calendar will be donated to [Purina Pro Plan Rally to Rescue](#), a network supporting hundreds of small rescue groups nationwide. Group members will be able to sell the calendars at rescue events to raise money for their organizations and promote pet adoptions.

"We're very excited to introduce Savor Shredded Blend as a whole new way to look at dry cat food, and to celebrate that, Purina Pro Plan wants to change the way people look at who typically loves cats, too," said Aaron Williams, Brand Manager for Purina Pro Plan. "We've seen so many fun photos of Gilles with his cat Penelope and having a proud cat ambassador like him on our team is the perfect opening for men to not only change the perception of who cat lovers are, but to also help rescue organizations across the country find loving, permanent homes for cats just like theirs."

The Purina Pro Plan #MenAndCatsContest kicks off on Aug. 31 and ends Sept. 14. Judging will be based on the following criteria:

- 50 Percent Relevance (Image Captures the unique relationship between Man and Cat)
- 25 Percent Composition (Image layout is composed and cropped with balance)
- 25 Percent Originality (Image content is unique and creative)

For entry details and eligibility requirements and to learn more about Savor Shredded Blend, visit [www.proplan.com/MenAndCatsContest](http://www.proplan.com/MenAndCatsContest). No purchase necessary.

### **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 has a wide range of dry and wet cat foods and snacks, sold exclusively at pet specialty stores. In three unique nutritional platforms – Savor, True Nature and Focus – each formula is designed to provide advanced nutrition to help bring out the best in your cat. For more information, visit [www.proplan.com/cat](http://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, the brand has helped small rescue groups by providing Purina Pro Plan nutrition, promotional support, marketing materials and networking opportunities. To learn more about the Purina Pro Plan Rally to Rescue network, visit [www.proplan.com/rallytorescue](http://www.proplan.com/rallytorescue) or find us on Facebook at [www.facebook.com/rallytorescue](http://www.facebook.com/rallytorescue).

### **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.

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