

The Stars Align for Cat Lovers; Purina and PetSmart Team Up to Help Consumers 'Save a Fortune'

Friskies Brings Together Some of America's Favorite Celebrity Cats to Share Fortunes from Psychic Kitty Madame Fortuna at Meet & Greet Event

ST. LOUIS, Sept. 8, 2017 [PRNewswire/](#) -- Trying to read the mind of a finicky cat is frustrating, especially when it comes to food preferences. To help consumers save time and money on purchasing quality products cats want, Purina and PetSmart are teaming up to launch the "Save a Fortune" promotion.

For the Save a Fortune promotional event, now through October 1, 2017, when shoppers spend \$40 on participating Purina cat products, including Friskies cat food, at PetSmart stores nationwide, they will receive a \$10 PetSmart gift card after submitting a photo of the receipt via [PurinaFortunes.com](#). As part of this compelling cat product promotion, the brands will call on the all-powerful clairvoyant cat, Madame Fortuna, who will peer into the future to get a better reading on your cat's needs and wants, while revealing additional great savings on Purina products at PetSmart stores in the immediate future.

"We are excited to partner with PetSmart on such a significant, multi-faceted promotion that offers deals on a variety of Purina products ranging from Friskies cat food to cat litter," said Andrew Goldberg, Retail & Shopper Marketing Manager for Purina. "Through the 'Save a Fortune' event, consumers can take advantage of a \$10 PetSmart gift card offer as well as coupons, prizes and sweepstakes available in a variety of engaging ways at [PurinaFortunes.com](#) and a unique cat fortune-telling event in a PetSmart store in L.A."

"Save a Fortune" Event in Los Angeles, CA

To bring the "Save a Fortune" promotion to life, Friskies is bringing together some of America's favorite celebrity cats, Nala Cat, Waffles, White Coffee and Luna Rose, for a consumer meet-and-greet where Madame Fortuna will provide fortune readings and determine if your cats' stars are aligned with these famous felines.

This fortune-telling themed event will be in-store at PetSmart, 330 S La Cienega Blvd, Los Angeles, CA 90048, from 12:00-2:00 p.m. PDT on Tuesday, September 26. The event is free for all fans and pet parents are encouraged to bring their feline furry family members.

When guests enter the store, they will have a chance to take "Madame Fortuna's" questionnaire to determine which celebrity cat's fortune aligns with their kitty's future. Once the fortune is revealed, guests will get to take a photo with that celebrity cat – Nala Cat, Luna Rose, White Coffee or Waffles. After, they will have a chance to meet with a real fortune teller to receive their personal fortune, along with a tarot card takeaway.

For even more savings, cat owners can earn coupons and prizes by participating in Tarot Card Savings and the Crystal Ball Game at [PurinaFortunes.com](#). Consumers also have the opportunity to enter the "Win a Fortune" Sweepstakes now through October 15 where the grand prize winner takes home a custom cat condo designed to resemble a fortune telling machine. Visit [PurinaFortunes.com](#) to take advantage of great deals on premium Purina products at PetSmart and discover a bright future for your cat.

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

ABOUT PETSMART®

PetSmart, Inc. is the largest specialty pet retailer of services and solutions for the lifetime needs of pets. At PetSmart, we love pets, and we believe pets make us better people. Every day with every connection, PetSmart's passionate associates help bring pet parents closer to their pets so they, together, can live more fulfilled lives. This vision impacts everything we do for our customers, the way we support our associates and how we give back to our communities. We employ approximately 55,000 associates, operate more than 1,500 pet stores in the United States, Canada and Puerto Rico, as well as more than 200 in-store PetSmart® PetsHotel® dog and cat boarding facilities. PetSmart provides a broad range of competitively priced pet food and products, as well as pet-focused services such as dog training, pet grooming, pet boarding, PetSmart® Doggie Day Camp® and pet adoption. PetSmart, together with non-profits PetSmart Charities® and PetSmart Charities™ of Canada, invite more than 3,000 animal welfare organizations to bring adoptable pets into stores so they have the best chance possible of finding a forever home. Through this in-store adoption program and other signature events, PetSmart has facilitated more than 7.4 million adoptions – more than any other brick-and-mortar organization. The company's portfolio of digital resources for pet parents includes PetSmart.com, OnlyNaturalPet.com, petMD.com, Pawculture.com, AllPaws, an online pet adoption platform that helps potential pet parents find the perfect pet to adopt based on their home, family and lifestyle, as well as BlogPaws, the world's first pet blogger and influencer network. Through these digital platforms, PetSmart offers the most comprehensive online pet supplies and pet care information in the U.S. In celebration of its 30th anniversary, PetSmart launched its Buy a Bag, Give a Meal™ program in March 2017. For every bag of cat or dog food purchased March 1 – Dec. 31, 2017, PetSmart will donate a meal to pets in need and expects to donate more than 60 million meals in 2017*. In May 2017, PetSmart acquired Chewy.com, a leading online retailer of pet food and products in the U.S., which operates as an independent subsidiary.

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*Ends 12/31/17. 5 oz. dog food, 1.5 oz. cat food donated to PetSmart Charities to feed dogs and cats in need. See details at petsmart.com/giveameal. The actual number of meals donated is based on dog and cat food bags sold. The meal donation estimate is based on historic sales for similar time periods. No guaranteed amount. Rescue Bank and Feeding America will help distribute a large portion of the pet food donation in the U.S., while four large animal welfare agencies will distribute it in Canada.

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