

Kick Off the Feastivities with an Advent Calendar for Your Cat

Fancy Feast Unveils First Advent Calendar for Cats and Their 2020 Holiday Ornament

ST. LOUIS, Oct. 14, 2020 /PRNewswire/ -- Today, Fancy Feast, the most-popular gourmet wet cat food brand in the USA, is kicking off the season of Feastivities with the release of the first-of-its-kind Fancy Feast Advent Calendar and the annual Fancy Feast limited edition ornament, with 100% of the donations going to RedRover through Purina's Purple Leash Project.

Now available through online retailers, the new advent calendar features 24 of our bestselling recipes including favorites like Grilled Salmon, Turkey & Giblets Feast, Chicken Savory Centers and more. With a different festive entrée flavor for each day, there is something for every cat's taste that will make your cat feel like part of the Feastivities too. With a suggested retail price ranging from \$19.99 to \$22.99, the Fancy Feast Advent Calendar can be purchased today through Chewy, PetSmart and Kroger and is coming soon to the shelves of other retailers.

Fancy Feast has been delighting cat lovers with a holiday ornament to warm your heart and adorn your homes for 36 years. This year's ornament features an elegant white enamel cat in the shape of a heart with beautiful rose gold and purple heart accents. The timeless ornament comes on a purple ribbon, a symbol of our charitable partner, the Purple Leash Project.

"Feastivities is all about the cats who make our lives richer and fuller," said Sean Loughran, Marketing Associate at Fancy Feast. "We're so excited to offer the Fancy Feast Advent calendar to continue the tradition of involving cats in the holidays. If you've got a special cat or cat lover on your list, we've got you covered."

Next month, The Fancy Feast limited-edition holiday ornament will become available on Feastivities.com for a suggested price of \$3, with all donations going to RedRover through the Purple Leash Project whose goal is to create more pet-friendly domestic violence shelters across the nation, so survivors and their pets can escape abuse and heal together.

For more information about Fancy Feast Feastivities, the advent calendar and the 2020 holiday ornament with Purple Leash Project, visit www.Feastivities.com.

About Nestlé Purina PetCare

Nestlé Purina PetCare creates richer lives for pets and the people who love them. Founded in 1894, Purina has helped dogs and cats live longer, healthier lives by offering scientifically based nutritional innovations. Purina manufactures some of the world's most trusted and popular pet care products, including Purina ONE, Pro Plan, Fancy Feast and Tidy Cats. Our more than 8,000 U.S. associates take pride in our trusted pet food, treat and litter brands that feed 49 million dogs and 66 million cats every year. More than 500 Purina scientists, veterinarians, and pet care experts ensure our commitment to unsurpassed quality and nutrition.

Purina promotes responsible pet care through our scientific research, our products and our support for pet-

related organizations. Over the past five years, Purina has contributed more than \$150 million towards organizations that bring, and keep, people and pets together, as well as those that help our communities and environment thrive.

Purina is part of Nestlé, a global leader in Nutrition, Health and Wellness. For more information, visit [purina.com](https://www.purina.com) or [subscribe here](#) to get the latest Purina news.

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