Press Releases

Introducing Friskies® Pull ‘n Play™, the First-Ever Edible String Cat Treats

To celebrate the launch of Pull ‘n Play, Friskies is hosting an interactive adoption event with pro football player Steve Weatherford and celebrity cat Waffles

ST. LOUIS (June 25, 2015) – Friskies is introducing Pull ‘n Play, the latest innovation in cat snacks with the first-ever tender, edible strings for cats. It’s the whole new way to treat and play with your cat. To celebrate the launch of Pull ‘n Play, the brand has teamed up with pro football player Steve Weatherford and one of America's most playful celebrity cats, Waffles, to bring shelter kitties and prospective cat parents together through play at the “Friskies Playhouse,” an interactive adoption experience taking place in New York City on Friday, June 26, 2015.

Friskies Pull ‘n Play can be used alone or in conjunction with Wobbert - a wobbly cat toy that can accommodate two treats at once: yummy Pull ‘n Play strings fit into Wobbert’s ears and Friskies® Party Mix™ treats go into his belly. As your four-legged friend plays with Wobbert and enjoys the delectable edible strings, the treats will dispense out of Wobbert and your cat can continue snacking on flavorful crunchy treats. The Pull ‘n Play edible strings come in three delicious Flavors: Chicken & Cheese, Salmon & Shrimp, and Tuna & Crab.

“As many cat lovers know, felines love to play with string – it can be the pinnacle of their playtime. Pull ‘n Play not only delivers a whole new way for cats to treat and play, but it’s the only product on the market to offer edible strings for cats,” says Justin Finlinson, Brand Manager at Nestlé Purina North America. “We’re excited to bring this unique product to life through a one-of-a-kind cat adoption event that centers around play.”

Friskies Pull ‘n Play, along with Petfinder, is bringing its whimsical “Friskies Playhouse” creative platform to life at an interactive play space where adoptable cats and kittens and potential pet owners can engage with each other and experience the new Pull ‘n Play product. The “Friskies Playhouse” will feature games inspired by Wobbert and the edible strings that make him unique such as Fish for Wobbert, Tether Ball and String Pull, all to benefit shelter cats.

Friskies will donate one package of Party Mix to shelter cats each time someone wins a game. In addition, Friskies will donate one Pull ‘n Play package (up to 2,500) to shelter cats for every hashtag #MostPlayfulCat that is used on Twitter or Instagram from June 25 to July 2. If this goal is met, the brand will then donate an additional 2,500 Pull ‘n Play string pouches and 5,000 packages of Party Mix.

Weatherford and Waffles will also be making appearances at the event where fans will have the chance to meet, participate in select games and take pictures with the stars.

“As a huge animal advocate myself, I was honored to be asked to be part of such a fun pet adoption event with Friskies that encourages people to get involved for a good cause and potentially take home an adorable cat,” says Steve Weatherford. “I can’t wait to spend the day playing with kittens, participating in activities like the dunk tank and seeing all the smiling pet parents who will be taking home their new furry pal.”

Consumers can visit the “Friskies Playhouse” from 11 a.m. to 3 p.m. ET on Friday, June 26 at Gansevoort Plaza: 9th Ave. and Gansevoort St., New York, NY 10014.

For those who cannot attend the “Friskies Playhouse,” there is still an opportunity to join the festivities. Friskies Pull ‘n Play is searching for the Most Playful Cat in America with the help of celebrity cat Waffles. For a chance for your cat to be named the Most Playful Cat in America, simply upload a picture of your furry friend to Twitter or Instagram using the hashtag #MostPlayfulCat to be entered into the sweepstakes through August 10. You can also enter the sweepstakes at the www.Friskies.com/PullNPlay. The grand prize is $1,500 cash and a Wobbert toy, plus a one year’s supply of Friskies Pull ‘n Play strings, and 50 first place winners will receive a Wobbert toy and a one year’s supply of Friskies Pull ‘n Play.

Join the online conversation by using #MostPlayfulCat and visit www.Friskies.com/PullNPlay for more information about Pull ‘n Play.

Most Playful Cat in America Sweepstakes Rules

NO PURCHASE OR PAYMENT NECESSARY TO PARTICIPATE OR WIN. Sweepstakes begins at 12:00 p.m. ET on 6/15/15 and ends at 11:59:59 a.m. ET on 8/10/15. Open to legal residents of the 50 United States and D.C., 18 years of age or older (19 years of age or older in AL and NE). Limit one entry per person per Social Media platform and one entry per person/email address via the Website. Click here for complete Official Sweepstakes Rules. Sponsored by Nestlé Purina PetCare Company, Checkerboard Square, St. Louis, MO 63164.

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.

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