

# Cats Own the Runway at New York Fashion Week

Purina ONE® teams up with Tracy Reese to showcase the True Nature™ of Cats

**St. Louis, Mo. (February 11, 2013)** – Purina ONE® showed the world how to *really* work the runway, turning heads at this year's New York Fashion Week with cats on leashes during the 2013 Fall Collection Show by Tracy Reese, one of America's most celebrated designers, on February 10.

As part of the Purina ONE brand cat food's True Nature™ of Cats movement and the launch of Purina ONE® SMARTBlend® Healthy Metabolism™ wet and dry formulas, Purina ONE is challenging misconceptions about cats, beginning with the idea they can't be leash-trained.

"The True Nature of Cats movement is about letting our cats be who they were born to be by providing proper nutrition and enriching experiences," said Nida Bockert, Purina ONE spokesperson. "For example, leash training is a great way to incorporate activity into your cat's life and give them an enriched experience, and we showed that in a big way at Fashion Week."

Tracy Reese is the perfect partner for this unique event. "As a designer, I draw inspiration from everything around me, including cats," she said. "I loved the idea of incorporating cats into the runway show; cats have a lot of energy, which was the perfect complement to the models and my new line."

Through domestication, it can be harder for cats to live according to their true nature. So Purina ONE is examining how to awaken your cat's true nature and enrich their life at home every day. By studying African wildcats, believed to be the closest ancestor to the domestic cat, Purina ONE identified several ways to help your cat be who she was born to be, including the right activity and proper nutrition. This was the inspiration behind the new Healthy Metabolism wet and dry formulas, which are specially formulated for the changing nutritional needs of spayed and neutered cats. Find out more about Healthy Metabolism wet and dry formulas and how to discover your cat's true nature at [www.PurinaOne.com/TrueNatureofCats](http://www.PurinaOne.com/TrueNatureofCats) and on [Facebook.com/TrueNatureofCatsbyPurinaONE](https://www.facebook.com/TrueNatureofCatsbyPurinaONE).

With clients like First Lady Michelle Obama and partnerships with some of the biggest brands, Tracy Reese is a mainstay in America's fashion industry. Along with her flagship store in New York, you can find her lines at retailers including Bergdorf Goodman, Bloomingdale's and Nordstrom.

## **About Purina ONE brand cat food**

At Purina ONE, we closely study every aspect of cats, and do our best to provide products that reflect their nutritional needs, while empowering owners to gain a deeper understanding of

their cats. Our goal is to provide cat owners with outstanding or excellent nutrition for the cats they love, helping promote whole body health.

All Purina ONE SMARTBlend™® formulas contain real meat, fish or poultry, along with dual defense antioxidants and Omega-6 fatty acids. Our products give cats the taste they love and the nutrition they need. Our Targeted nutrition formulas are optimized for your cat's lifestyle, providing balanced nutrition for each life stage.

### **About Nestlé Purina**

Nestlé Purina PetCare Company is a global leader in the pet care industry and promotes responsible pet care, humane education, community involvement and the positive bond between people and their pets. The North American headquarters for Nestlé Purina is located at Checkerboard Square in St. Louis, Missouri. Nestlé Purina is part of Swiss-based Nestlé, the world's leading nutrition, health and wellness company.

For further information: Ryanne Dalton: 972.341.2529 GolinHarris Niky Roberts: 314.982.3958 Nestlé Purina PetCare Company

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