

Friskies® Presents 2nd Annual "The Friskies," The Major Award For Best New Internet Cat Videos Of the Year Featuring \$25,000 in Cash Prizes

Renowned Comedian and Cat Owner Michael Ian Black to Host "The Friskies" Award Show in New York City

ST. LOUIS (June 11, 2013) - Calling all cat video creators: "The Friskies" is back. It's time to capture your cat's funniest or most adventurous moment and enter ["The Friskies"](#) for your opportunity to win a \$5,000 cash prize and a custom-made gold plated Friskies Catuette, and take part in the live Award Show in New York City this fall. Visit www.TheFriskies.com to learn more about how to enter now through July 15, 2013.

Debuting in 2012 as the major award show for the best new Internet cat videos of the year brought to you by Friskies® cat food, "The Friskies" returns for a second year to celebrate the pop culture phenomenon of cat videos and the cats who inspire them. Renowned comedian and cat owner Michael Ian Black will host the Award Show on October 15, 2013 in New York City to award \$25,000 in cash prizes to winners in four categories and the popular Fan Favorite from 12 finalists. Category winners will be determined by public vote, and Fan Favorite will be chosen by public text vote on the day of the Award Show. The show will be broadcast live on TheFriskies.com. Friskies also will award more than 250,000 cans of Friskies cat food to 20 cat charity organizations nationwide as part of the program.

"We're thrilled to bring "The Friskies" back for another year. The Contest celebrates the creativity and quirkiness of cats, and rewards those who showcase these unique qualities through the art form of cat videos," said Shawn Brain, Friskies assistant brand manager. "We're expecting thousands of entries this year. Cat video creators and viewers may participate by entering their videos in the Contest, voting for and sharing their favorites, helping our 20 cat charity partners earn donations of Friskies cat food, and tuning in to see Michael Ian Black host an all-new award show live from New York City."

"Films may have the OSCARS®, but cat videos have 'The Friskies,' and I can't wait to host the show," said Black. "It's going to be unlike anything you've ever seen. "

"The Friskies" Contest Overview and Judging Panel:

The Call for Entries is open now through July 15, 2013. Cat video creators may upload videos up to two minutes in length at www.TheFriskies.com in one of four categories:

- **Cat Comedy:** Your cat(s) in an humorous situation
- **Catventure:** An indoor cat adventure
- **Rescue Cat:** Your cat(s) adopted from a rescue group or shelter enjoying life
- **Pursuit of Food/Treat:** Your cat(s) pursuing or engaging with their cat food or treat(s)

All entries will be evaluated by an eclectic panel of judges with strong ties to popular cat culture. Judges will evaluate each entry using the following criteria to select 20 Semi-Finalists, five from each category: originality & overall artistic impression (25%), audience appeal & entertainment quality (25%), sense that there's a story being told (25%), and portraying cat's perspective (25%). The 2013 "The Friskies" judging panel includes:

- **Will Braden:** Creator of ["Henri le Chat Noir"](#)
- **Mick Szydlowski:** 2012 "The Friskies" Grand Prize Winner for ["Oskar's First Toys"](#)
- **Abbie Moore:** Executive Director, [Adopt-a-Pet.com](#)

The 20 Semi-Finalists will be awarded a one-year supply of Friskies cat food and Friskies® Party Mix brand cat treats. The Semi-Finalists will be announced August 6, 2013 to kick off the public voting phase of the Contest. Cat video fans will have the opportunity to view, share and vote (limit one (1) vote per entry/per person/e-mail address per day) for their favorite Semi-Finalists' videos through noon ET September 16, 2013. Based on the popular public vote, the top three from each category will be named Finalists, and will win a trip to New York City to take part in the Friskies Award Show October 15, 2013, live from New York City. One winner from each of the four categories will be announced during the show, and will receive a Friskies Catuette and a \$5,000 cash prize. One Fan Favorite will be named based on public text vote on the day of the Award Show, and will receive a Friskies Catuette and a \$5,000 cash prize.

Contest Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. Open to legal residents of the 50 United States and D.C., 18 years of age or older at the time of entry (19 years of age or older if a resident of AL or NE.) Entry period ends at 12:00:01 p.m. ET on 7/15/13. See Official Rules at www.TheFriskies.com. Sponsored by Nestlé Purina PetCare Company, Checkerboard Square, St. Louis, MO.

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, humane education, community involvement and the positive bond between people and their pets. The North American headquarters for Nestlé Purina PetCare is located at Checkerboard Square in St. Louis; Mo. Nestlé Purina PetCare is part of Swiss-based Nestlé S.A. – the world's largest food company.

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