

America's First Cat Café Opens in New York City

Purina ONE® teams up with television host, Carrie Ann Inaba, to take the Purina ONE 28 Day Challenge and unveil a café where cats are the “stars”

St. Louis, Mo. (April 21, 2014) – Purina ONE is building on the feline phenomenon already popular in Europe and Asia to open the first ever Cat Café in America. Patrons can sip “cat’achinos” while spending time with and learning about cats, cat health and Purina ONE’s 28 Day Challenge. Purina ONE hopes this encourages conversation among cat owners and cat lovers alike. Carrie Ann Inaba, a champion for cats, judge on ABC’s *Dancing with the Stars* and founder of The Carrie Ann Inaba Animal Project, has partnered with Purina ONE on this initiative to help improve the lives and well-being of cats everywhere.

Located in Manhattan’s Bowery neighborhood, the Cat Café by Purina ONE will be open April 24 -27. Visitors can drop by for coffee, conversation and cat health education. Every day, the Cat Café by Purina ONE will feature different cat experts and interactive demonstrations to foster conversation and education so cat owners can gain valuable insights about their cat and cat health. The schedule and more information can be found at PurinaONE.com/CatCafe. Purina ONE has also partnered with North Shore Animal League (NSALA) America to provide companion cats to mingle amongst patrons at the Cat Café. These cats will also be adoptable, and Purina ONE and NSALA hope the Cat Café helps them find forever homes.

Cat lovers can sign up for the Purina ONE 28 Day Challenge to help see the difference ONE smart change can make in their cat’s health. By switching their cat to Purina ONE dry formulas for 28 days, cat owners should see visible differences in their cat’s health.

“I’ve seen remarkable changes in my cats since switching their food to Purina ONE,” Inaba said. “My cat Mimi has a noticeably shinier and healthier looking coat, and Blizzard has a lot more energy. I had no idea the difference in the food I selected could make in both my cats’ bodies and activity levels.”

Complete with on-site, adoptable cats, the Cat Café by Purina ONE provides the perfect environment for a cat-centric conversation among friends to strengthen the connection between cats and owners everywhere.

“We hope our Cat Café is ONE small step toward a greater focus on cat health,” said Brian Williams, brand manager for Purina ONE brand cat food. “Our goal for the Cat Café is to create a rich, interactive environment that empowers cat owners to learn more about their cat’s health and nutritional needs. You can also sign up for the Purina ONE 28 Day Challenge while you’re there. Stop by, we’ll save you a seat.”

To sign up for the Purina ONE 28 Day Challenge, go to www.purinaONE.com/ONESmartChange.

For a virtual Cat Café experience, go to www.purinaONE.com/CatCafe.

You can also find Purina ONE on Facebook (<https://facebook.com/PurinaONECats>) and Twitter (<https://twitter.com/purinaonecat>).

About Purina ONE brand cat food

At Purina ONE, we draw from our deep understanding of cats to develop products that help deliver a visible difference in your cat. Our goal is to provide outstanding nutrition that helps support your cat's whole-body health throughout their lifetime.

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.

About North Shore Animal League America

Animal League America has saved more than 1,000,000 lives. As the world's largest no-kill rescue and adoption organization, we understand that a rescue isn't complete until each animal is placed into a loving home. Our innovative programs provide education to reduce animal cruelty and advance standards in animal welfare. We reach across the country to rescue animals from overcrowded shelters, unwanted litters, puppy mills, natural disasters and other emergencies and find them permanent, loving homes.

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