

## Saucy Cats Take On Tender Cats

Internet Sensations Grumpy Cat and Nala Cat Engage in Friendly Competition with a Little Help From WWE Diva Natalya at the Friskies Create & Taste Kitchen

ST. LOUIS, Aug. 17, 2015 /[PRNewswire](#)/ -- At Friskies®, cats are in charge and they are cooking up a one-of-a-kind experience at the Create & Taste Kitchen. Famous felines Grumpy Cat and Nala Cat will join notorious cat-lover WWE Diva Natalya™ in unveiling the Friskies kitchen environment where cats and Friskies foods will go head-to-head in a truly unique way.

Leading #TeamSaucy and Friskies SauceSations, notorious curmudgeon Grumpy Cat will "compete" with sweet Nala Cat, who will take charge of #TeamTender and represent Friskies Grillers with Meaty Tenders. Attendees at the Friskies Create & Taste Kitchen on Thursday, August 20 at 1701 Broadway in New York City will have the opportunity to meet and take photos with Grumpy Cat and Nala Cat, interact with WWE Diva and cat lover Natalya™, and participate in fun, cat-food themed activities to help donate up to 10,000 meals to shelter cats.

"At the Friskies Create & Taste Kitchen we are having a lot of fun with the fact that cats have different personalities and unique food preferences and we're matching Grumpy Cat and Nala Cat's preferences against one another in a fun, light-hearted way," said Whitney Evans, Assistant Brand Manager at Friskies. "Friskies' Grillers and SauceSations are two unique products and it makes sense that two very different cats have different preferences. That's what cats are all about!"

Friskies Create & Taste Kitchen attendees will have the chance to participate in games and activities for both teams that will trigger a donation of one Friskies meal to shelter cats, up to 10,000 meals. People outside New York can still help shelter cats by sharing whether their cat is on #TeamSaucy, like Grumpy Cat or on #TeamTender, like Nala Cat. Every use of the hashtags on Twitter and Instagram between now and August 24 will trigger a donation of one Friskies meal to shelter cats.

In addition to generating meal donations to shelter cats, Friskies has partnered with Petfinder to help showcase adoptable shelter cats at the Friskies Create & Taste Kitchen who need to find forever homes. People who attend the event on August 20 will have the opportunity to take home an adoptable cat.

Well-known cat lover Natalya™ will also be in attendance to interact with fans and cats alike.

"As an owner of four cats who are all very different, I am honored to work with a brand like Friskies that truly understands cats can have distinct personalities," said Natalya™, WWE Diva. "Participating in the Friskies Create & Taste Kitchen surrounded by Grumpy Cat and Nala Cat is a dream. And on top of that, we're having fun and working to help out shelter cats; it's just an experience I couldn't pass up!"

To build anticipation for the public opening of the Friskies Create & Taste Kitchen, the brand is offering a two-day preview of the space. On August 18 and 19, passersby can get a glimpse into the cat-controlled kitchen through peep holes in the window displays. Be sure to stop by between 9 AM and 7 PM on August 18 and 9 AM to 3 PM on August 19 to see what the adorable shelter cats are cooking up.

Is your cat super saucy? Or totally tender? Go to [www.Friskies.com/FriskiesKitchen](http://www.Friskies.com/FriskiesKitchen) for a virtual Friskies Create & Taste Kitchen experience plus a BuzzFeed quiz to find out "What Kind Of Purrrsonality Does Your Cat Actually Have?" Then you can feed her personality with SauceSations or Grillers - and save by downloading a coupon! Be sure to join the social conversation by sharing your results using #TeamTender or #TeamSaucy.

### **FRISKIES CREATE & TASTE KITCHEN HOURS & CELEBRITY CAT APPEARANCES SCHEDULE\***

#### **Thursday, August 20 - Doors Open to the Public**

- Open Hours: 9:00 AM to 7:00 PM
- Celebrity Appearance Schedule:
  - 9:00 – 11:00 AM: Nala Cat
  - 11:30 – 1:00 PM: Grumpy Cat
  - 12:00 – 2:00 PM: Natalya Neidhart
  - 2:00 – 3:30 PM: Nala Cat
  - 4:00 – 5:00 PM: Nala Cat
  - 5:30 – 7:00 PM: Grumpy Cat

The Friskies Create & Taste Kitchen is located at 1701 Broadway, New York, NY 10019.

### **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 Nestle Purina PetCare, a global leader in the pet care industry. Nestle Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestle Purina PetCare is part of Swiss-based Nestle S.A., a global leader in nutrition, health and wellness.

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\*Schedule is subject to change

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