Friskies® Brings More Feline Fun with the Reboot of Cat Fishing 2, a Game Designed Especially for Cats

Abdallah Elayan and his cat gamer Enzo named first official "Friskies Cat Fishing Champion"

ST. LOUIS, Feb. 23, 2021 /PRNewswire/ -- This past year, people have spent more time at home than ever before, and as cited by Forbes, gaming has been on the rise across the country. While humans have been honing their gaming skills, Friskies is focusing on another contender: the cat gamer. Friskies is thrilled to announce the launch of its updated game designed for cats, Cat Fishing 2, available now for free for iOS and Android devices.

The game provides a creative, simple way to enrich your cat's life and support mental stimulation. The games are perfect for playtime while encouraging them to pounce and move like they would in the wild, engaging their natural hunting instincts.

The update includes special sounds and schools of fish to keep them clawing back for more. The game even allows cats to prowl for prey in a custom pond stocked with virtual fish and decorations. The more fish your cat catches, the more points they rack up. Users can also now brag about their kitty's *purrfect* score by sharing on social media.

"While many pet owners and pets have been spending more time at home this past year, it's important to look for ways to keep our pets active and engaged," said Dr. Annie Valuska, Ph.D., senior pet behavior expert at Purina. "The Cat Fishing 2 game provides a fun, simple way to provide a stimulating, enriching experience for cats, while also strengthening the bond between cats and their owners."

To launch the game, Friskies partnered with cat influencers from across the country to put Cat Fishing 2 to the test and compete for a chance to be crowned the "Friskies Cat Fishing Champion." Friskies challenged Nathan Kehn (@nathanthecatlady), Sarah Whittle (@rudeunicorns) and Leslie (@fuslie) to share their highest scores while playing the Cat Fishing 2 game.

Abdallah Elayan's (@abdallahnation) cat, Enzo, was named the first official "Friskies Cat Fishing Champion" achieving a score of 4,888 points.

"We are so proud to be the winners of this challenge and recommend this game for cat owners looking for new ways to entertain their pet," said Elayan. "Not only was this an exciting game for my cat, Enzo, it was such a joy as a pet parent to watch and show off."

The game is available now via free download for iOS and Android devices. Visit your app store or download here. For more information about Friskies gaming options, please visit www.purina.com/friskies/cat-games.

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