Purina Cat Chow Celebrates 60th Anniversary with the Launch of "60 Years. 60 Stories" Book

Compilation features 60 stories from cat lovers plus exclusive foreword by Mandy Moore

ST. LOUIS, Dec. 6, 2023 /PRNewswire/ -- This year, Purina® Cat Chow® marks its 60th anniversary as a trusted provider of cat nutrition by celebrating the meaningful bond between cats and their owners. To commemorate this milestone, Cat Chow asked cat lovers to share their stories of how cats have positively impacted their lives. From thousands of entries, 60 were chosen and gathered into the new book, "60 Years. 60 Stories: Celebrating the Extraordinary Impact of Cats," featuring a foreword by renowned actress and singer, Mandy Moore. The book is available for purchase now at CatChow.com/60Years.

In this unique compilation, 60 personal stories from cat owners across the country highlight the profound impact cats have had on their lives. From Annie, the cat who comforts a young cancer patient, to Gypsy, the source of strength during her owner's panic attacks, to "Samson the Magnificent," the cat with resting "grump" face who became the companion for an empty nester, thousands of stories were shared about amazing cats who provide comfort and joy in times of need – all without saying a word.

"I look at my three cats – Fig, Olivia and Peanut – and feel so grateful for the love and companionship they've given me over the years," said Moore. "Cats have an extraordinary way of making our lives better, and these 60 stories truly bring that to life. It's a heartwarming book, and I'm honored to help Cat Chow celebrate the incredible impact cats have on us."

The Holiday Gift that Gives Back

The "60 Years, 60 Stories" book is available now for purchase through December 31, 2023, and all proceeds from the book sale will directly benefit Pet Partners, the leading nonprofit for registering volunteer therapy animal teams and initiatives like their Read with Me™ program, which helps children build literacy skills as they practice reading to therapy animals, including cats.

Cat Chow will also donate an additional $60,000 to Pet Partners to help recruit and support more therapy cat teams and increase awareness for the therapeutic and emotional benefits of cats.

To purchase a copy of "60 Years. 60 Stories," visit catchow.com/60years.

About Nestlé Purina PetCare

Nestlé Purina PetCare creates richer lives for pets and the people who love them. Founded in 1894, Purina has helped dogs and cats live longer, healthier lives by offering scientifically based nutritional innovations. Purina manufactures some of the world's most trusted and popular pet care products, including Purina ONE, Pro Plan, Fancy Feast and Tidy Cats. Our more than 10,000 U.S. associates take pride in our trusted pet food, treat and litter brands that feed 46 million dogs and 68 million cats every year. More than 500 Purina scientists, veterinarians, and pet care experts ensure our commitment to unsurpassed quality and nutrition.

Purina promotes responsible pet care through our scientific research, our products and our support for pet-related organizations. Over the past five years, Purina has contributed more than $150 million towards organizations that bring, and keep, people and pets together, as well as those that help our communities

and environment thrive.

Purina is part of Nestlé, a global leader in Nutrition, Health and Wellness. For more information, visit purina.com or subscribe here to get the latest Purina news.

About Pet Partners

Pet Partners is the leader in the therapy animal field for registering volunteer teams. Since 1977, we have supported thousands of teams in making millions of meaningful visits across the country and around the world. Through the human-animal bond, we can improve the physical, social, and emotional lives of both the people and animals involved. Pet Partners supports volunteer teams by offering the highest quality preparation, an unmatched approach to evaluation and registration-for nine different types of animals, and a focus on connections. We elevate the importance of therapy animal visits, and our teams help build a healthier and happier world for us all. Whether or not you have a pet, learn more about sharing the human-animal bond by visiting petpartners.org.

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