

## Rockin' Around the FeastiviTREE: Fancy Feast Introduces Its First Cat-Friendly Holiday Tree

*Fancy Feast's Feastivities celebration marks 40 years of delight with limited-edition FeastiviTREE and annual holiday ornament for cat lovers*

ST. LOUIS, Nov. 13, 2024 /[PRNewswire](#)/ -- With twinkling lights and enticing ornaments, a decorated holiday tree can often become a precarious playground for curious cats. This year, to mark the 40th anniversary of Feastivities, Fancy Feast's holiday celebration, and to keep playful paws out of trouble, Fancy Feast has created the *FeastiviTREE* – a feline-friendly holiday tree built to withstand even the most spirited felines, so cats and cat lovers can celebrate the season together in style.

Experience the full interactive Multichannel News Release here: <https://www.multivu.com/purina/9301651-en-purina-fancy-feast-feastivities-40th-anniversary>

### ***FeastiviTREE*: Making the Season Stress-Free**

Designed to look like a traditional decorated holiday tree, the hand-crafted *FeastiviTREE* includes several feline-friendly features including:

- A sturdy base that doubles as a cat condo, featuring multiple entrances.
- Internal climbing structures and perches let cats explore safely without the risk of breaking branches.
- A tree trunk that serves as a built-in scratching post.
- Decorations made of cat-safe materials and built to withstand inquisitive paws.

"Cats love holiday trees because they're full of all their favorite things - visually interesting, mouse-sized objects with lots of dangly movement, high hiding spots, and they're often located in the hearts of homes and family activity," said Purina Principal Behaviorist Dr. Annie Valuska. "The *FeastiviTREE* takes all the things that cats love about your traditional tree and makes them feline-friendly to meet their needs."

Cat lovers can enter for a chance to win a Fancy Feast *FeastiviTREE* by visiting [www.feastivities.com](http://www.feastivities.com). Three winners will be drawn and announced at the end of the giveaway period, which runs from November 12 to December 3. Click [here](#) for rules and details.

### **40th Anniversary Fancy Feast Ornament**

In addition to the *FeastiviTREE*, Fancy Feast is helping cat lovers commemorate this special time of year with its longest tradition – the holiday ornament. It's the perfect gift that gives back for the cat lover in your life. This year's 40th Anniversary Fancy Feast ornament is a working music box featuring the iconic Fancy Feast cat pirouetting atop one of the brand's gold cans of cat food, allowing you and your cat to savor the sights and sounds of the season.

Cat lovers can order their Fancy Feast ornament on [Feastivities.com](http://Feastivities.com), while supplies last, for a minimum donation of \$5 to RedRover, in support of the Purple Leash Project, which helps create more pet-friendly domestic violence shelters across the nation.

For more details about this year's Feastivities celebration, visit [Feastivities.com](http://Feastivities.com).

## About Purina

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 11,000 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. Nearly 500 Purina scientists, veterinarians, and pet care experts ensure our commitment to unsurpassed quality and nutrition.

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](https://www.purina.com) or [subscribe here](#) to get the latest Purina news.

### SOURCE Purina

For further information: Media contact: Cassidy Najarian (Email: [cnajarian@golin.com](mailto:cnajarian@golin.com))

---

Additional assets available online:  [Video \(1\)](#)