

Friskies Introduces New "Adventures in Friskies World" Board Game

Limited-Edition Release available for pre-order beginning April 11 on National Board Game Day

ST. LOUIS, April 7, 2025 /[PRNewswire](#)/ -- Friskies, the popular cat food and treat brand, is inviting cat lovers and board game enthusiasts to ditch the screens, roll the dice, and bring back the fun and nostalgia of game night – with a feline twist – with the launch of its new, limited-edition board game, "Adventures in Friskies World."

Created by award-winning board game designer Ellie Dix, with insights from Purina pet behaviorist Dr. Annie Valuska, "Adventures in Friskies World" transforms the playful, curious, and mischievous nature of cats into a challenging adventure that will keep human players on their paws... err toes.

Pounce into Friskies World

From casual players to board game aficionados, "Adventures in Friskies World" provides cat lovers with a night of whisker-twitching fun, allowing them to step into the fluffy paws of curious kitties on a mission where they'll prowl, pounce, and plot their way to victory. To get ahead of the game, players can employ game cards, test their luck with wagers and games of chance, and collect as many star points as possible.

"To play, participants must unleash their imagination and dive into a world of feline adventures," said Dix, the game's designer. "Our goal was to balance strategy and fun to create a lighthearted game that's perfect for a friendly competition on game night – no matter your skill level."

And to help keep real-life cats busy while their owners play, "Adventures in Friskies World" also comes with items perfect for feline entertainment: a special cat toy and a classic favorite -- a cardboard shipping box.

According to Dr. Valuska, the board game serves as a reminder for cat owners that their feline pets are natural explorers who thrive on play and mental stimulation.

"Cats chase, pounce, and problem-solve to stay engaged," said Dr. Valuska. "The new board game from Friskies allows humans to experience that curiosity and excitement, inspiring them to get creative and find new ways to engage and enjoy time with their cats."

Where to Buy

The "Adventures in Friskies World" board game will be available for pre-order starting on National Board Game Day, April 11, exclusively at boardgame.friskies.com, for \$24.99, while supplies last. Friskies invites players to share their experiences on social media with the hashtag #FriskiesBoardGameNight and tagging @friskies.

Friskies provides a world of taste adventures that feed your cat's playfulness and curiosity. For more information, visit [Friskies.com](https://friskies.com).

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