

Friskies Debuts Cat-lectibles, A Hobby Shop Built for the Cat Obsessed

Cat lovers can turn their favorite felines into Certified Frisky collectibles at Anime NYC, Rose City Comic Con, and FanX

ST. LOUIS, Aug. 19, 2026 /[PRNewswire](#)/ -- Friskies, America's #1 cat food brand today announced the launch of Cat-lectibles, a convention-exclusive hobby shop where every collectible is inspired by real-life cats and the comic-loving cat nerds who obsess over them. An extension of the brand's *Certified Frisky* campaign, Cat-lectibles debuts at Anime NYC on Aug. 20 alongside cat-loving creators Nathan Kehn (@nathanthecatladylady) and Gasper D'Anna and his ragdoll cat Gus (@gasperandgus), before making additional stops at Rose City Comic Con in Portland, Oregon, on Sept. 11, and FanX in Salt Lake City, Utah, on Sept. 24.

Inside the Cat-lectibles Hobby Shop

Inside Cat-lectibles, Friskies is unleashing feline fandom, with real cats reimagined as anime heroes, kaiju, bounty hunters and more, each with an origin story pulled straight from "Friskies World" and stamped with the *Certified Frisky* seal of approval. At the Cat-lectibles Trading Card Station, attendees can upload a photo of their cat to create a free custom trading card and leave with a collectible blind box filled with Friskies samples. And one lucky winner will receive a fully custom Cat-lectibles collection starring their own cat, complete with a 3D-printed figurine and hand-illustrated poster and retro tin lunchbox.

"Every cat thinks they're the main character. Cat owners know they're right," said Jason Dolan, Brand Director, Friskies. "With Cat-lectibles, Friskies is giving them the trading card, origin story and the clout to match."

Certified Frisky is Friskies' stamp of approval on the moments, people, and places that radiate cat-like energy and attitude. If it's playful, surprising, and a little unhinged (in a good way), it's *Certified Frisky*.

To see more *Certified Frisky* in action, follow Friskies on [Instagram](#), [Facebook](#), and [YouTube](#), or explore Friskies' full lineup of cat food and treats at [Friskies.com](#).

Multimedia assets are available upon request. Contact bweinstein@golin.com for access.

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