Friskies Signs Kentucky's Wildcat to Its Certified Frisky Mascot Roster for College Basketball Season

The University of Kentucky joins Friskies' all-star roster of feline mascots as the brand expands its presence in college basketball

ST. LOUIS, Nov. 12, 2026 /PRNewswire/ -- As college basketball season tips off, Friskies, America's No. 1 cat food brand, today announced it is expanding its Certified Frisky mascot roster for the upcoming season, welcoming University of Kentucky Athletics and their beloved mascot, The Wildcat, to the team.

As part of the partnership, Friskies will serve as the Official Cat Food and Cat Treats of Kentucky Athletics, with the Friskies logo featured on the mascot's jersey throughout the basketball season. The Wildcat joins Friskies' existing roster of some of the most recognizable feline mascots in college sports, including:

- Wilbur and Wilma Wildcat from the University of Arizona
- Truman the Tiger from the University of Missouri
- Will D. Cat the wildcat from Villanova University
- Cosmo the Cougar from Brigham Young University (BYU)
- Aubie the Tiger from Auburn University

"College basketball is full of personality, tradition and unforgettable moments, and mascots are often at the center of it all," said Jason Dolan, Brand Director for Friskies. "That's what makes the Kentucky Wildcat such a natural addition to the program. We're excited to welcome one of the most iconic mascots in college sports to the Certified Frisky roster and celebrate the energy fans bring to the game all season long."

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.

The program builds on Friskies' growing presence in college sports, where mascots are among the most recognizable and beloved symbols of school spirit. From rivalry games to packed student sections to iconic traditions, these mascots capture the playful, confident and sometimes chaotic energy that defines Certified Frisky.

The agreement was developed in partnership with JMI Sports, UK Athletics' exclusive multimedia rights partner operating locally as UK Sports & Campus Marketing.

Fans can follow along throughout the season as Friskies celebrates the mascots, traditions and unforgettable moments that make college basketball one of the most exciting environments in sports. To learn more, visit Friskies.com and follow Friskies on Instagram, Facebook and YouTube.

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