



## Fact Sheet: Friskies for More Cat Habitat Shelter Program

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### About the Program

Friskies brand cat food is dedicated to helping cats live happier and healthier lives. With the national Friskies Cat Habitat Shelter Program, Friskies' largest cause-related initiative, the company will donate over \$100,000 to 10 shelters across the country. The money will help the shelters build cat habitats that will attract people interested in adopting and also give the cats the exercise and playtime they need.

### Join the Cause



The search for qualified and in-need shelters began with a nation-wide shelter investigation with help from Petfinder.com, the largest online database of pets available for adoption. Over 4,000 shelters were invited to submit essays and photos to our team of qualified judges. Based on each shelter's annual cat intake, current shelter conditions and annual budget, the judges selected 20 shelters as finalists.

What's next?

- From July 19th through August 20th, cat lovers can vote online for the 10 winning shelters from the list of 20 finalists
- Find the essays and pictures and submit votes online at [www.Friskies.com](http://www.Friskies.com)
- On August 20<sup>th</sup>, the 10 winning shelters will receive a \$10,000 grant from Friskies and a sketch by "Trading Spaces" designer Frank Bielec

### About the Kick-Off Event



Multi-Grammy winning country music artist LeAnn Rimes has joined the cause and will kick-off the Friskies for More Cat Habitat Shelter Campaign at a special event at the North Shore Animal League America (NSALA) on Long Island, NY.



Rimes will announce the 20 shelters that have qualified as finalists and unveil the ultimate Friskies for More Cat Habitat prototype.



The prototype, created by "Trading Spaces" designers Frank Bielec and Pam Johnson-Bennett, will bring a taste of New York to the campaign. It is complete with a Manhattan skyline constructed from scratching posts, a Central Park replica with tree-shaped beds, subway tunnels and more.



The habitat will also have a state-of-the-art "get acquainted" room with comfortable seating areas, a computer kiosk and a library of cat literature for people interested in adopting to spend time with the cats and learn more about them.