



## MEDIA ALERT

Multi-Grammy Winner LeAnn Rimes to  
Kick-Off Friskies for More Cat Habitat Shelter Program

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For Immediate Release

### Kick-Off Event for National Cause Program for Shelter Cat Habitats

- What:** With the national Cat Habitat Shelter Program, Friskies' largest cause-related initiative, the company will donate over \$100,000 to 10 shelters across the country. Country music singer **LeAnn Rimes** will announce the 20 shelters that have qualified as finalists and unveil the ultimate Friskies for More Cat Habitat prototype created by "Trading Spaces" designers **Frank Bielec** and **Pam Johnson-Bennett**.
- Where:** North Shore Animal League America (NSALA) on Long Island, NY  
25 Davis Ave, Port Washington, NY 11050
- When:** Friday, July 18, 2014; 5:00-7:00 p.m.
- Why:** Over 4,000 shelters were invited to submit essays and photos to our team of qualified judges who selected 20 finalists based on each shelter's annual cat intake, current shelter conditions and annual budget. Cat lovers can vote online for the 10 winning shelters from the list of finalists. 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 to live happy and healthy lives.
- Visuals:** "Trading Spaces" designers will debut their ultimate cat habitat prototype, designed to bring a taste of New York to the event and the program. The life size habitat will include:
- A Manhattan Skyline constructed of scratching posts
  - A cat-inspired Central Park with tree-shaped pillow beds
  - A baseball stadium with "catting" cages
  - A system of subway tunnels
  - A 50's-themes Cat Café Diner with running water soda fountains and Friskies feeding stations
  - A state-of-the-art "get acquainted" room with comfortable seating areas, a computer kiosk and a library of cat literature

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For more information see contact info or visit [www.Friskies.com](http://www.Friskies.com)