

NEWS

OF CONTESTS

National Cat Tip Contest Highlights Feline-Friendly Tour

(NAPSA)—What makes your cat *purr* with delight? How do you train your fearless feline to stay off the kitchen counters? How do you make sure she gets enough exercise?

Cat lovers around the country are invited to enter the Purina® Cat Chow® “Cat Tip” Contest to share their best advice for caring for their cats’ emotional, physical and nutritional health. The national contest kicks-off the second annual Purina Cat Chow “Way of Life™” Tour, a traveling community of resources that provides free education and training to cat enthusiasts around the country. The tour begins pawing its way across the U.S. in March, visiting approximately 30 cities in 2001.

“A universal truth among cat lovers is their desire to share information and advice to help one another provide the best possible care for their feline friends,” said Amy Shojai, national feline expert and spokesperson for the Purina Cat Chow “Way of Life” Tour. “The ‘Cat Tip’ contest recognizes the devotion cat owners have to their pets and their vast knowledge in caring for their needs.”

According to Shojai, the goal of the Purina Cat Chow “Way of Life” Tour is to “provide cat enthusiasts with a community of resources, including free information, expert advice and training, to help them better care for their cats’ emotional, physical and nutritional health.”

Entering the Contest

Cat enthusiasts are invited to



Purina Cat Chow “Way of Life” spokesperson Amy Shojai demonstrates Cat Attitude Training (C.A.T.).

enter the contest by sending in the best cat care advice they have ever given or received in one of the following four categories:

- Emotional—best advice to care for their cats’ emotional health and happiness
- Physical—best advice to care for their cats’ physical health and well-being
- Nutritional—best advice to care for their cats’ nutritional health and wellness
- Other—best general advice to care for their cats’ overall health

Entries must be 50 words or less and will be judged on the quality and originality of the tip being provided. The Purina Cat Chow Mentors, a panel of feline behavior, nutrition and vet experts, will judge the contest.

The Grand Prize winner will receive an all-expense-paid trip for four to San Diego to be an honorary mentor on the Purina Cat Chow “Way of Life” Tour, \$2,500 cash and a year’s supply of Purina Cat Chow, Senior Cat Chow or Kitten Chow brand cat food. The winner and his or her “words of wisdom” may also be featured on the Cat Chow Web site. The Top 10 winning tips will be featured in a Cat Chow training brochure that will be made available free to consumers.

Entry forms and the complete set of rules are available on the Cat Chow Web site at www.catchow.com. Entries can also be submitted via mail to Purina Cat Chow “Cat Tip” Contest, P.O. Box 81388, Chicago, IL 60681-0388. The contest runs from March 19 through August 31, 2001. No purchase is necessary.

Tour Catapults Cats Into the Spotlight

The “Way of Life” Tour was launched to support the growing community of cat lovers across the country. Cats have surpassed dogs as the most popular pet, with 73 million cats occupying nearly one-third of U.S. households. The tour offers free Cat Attitude Training demonstrations, consultations with a team of Cat Chow mentors, an adopt-a-thon with local shelters, and an interactive/entertainment area.

For a complete Cat Chow “Way of Life” Tour schedule or more information log on to the Cat Chow Web site (www.catchow.com).