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## **SUMMER CAMP + CATS = PURINA ONE® CAT CAMP**

*Cat Camp Lets Campers Experience What Whole Body Health Means For Their Cats*

**NEW YORK (July 15, 2015)** – Purina ONE® has found the way to improve the active, energetic fun of summer camp; add cats. The first-ever Cat Camp will include camp-themed activities designed to bring cat lovers together to experience what whole body health means for cats. While cat health is revealed from the inside out, Purina ONE is bringing the outside in with this indoor Cat Camp in the heart of New York City. Through Cat Camp, Purina ONE hopes campers leave feeling empowered that they know how to help support their cats' health and happiness every day and for a lifetime.

The Openhouse event space at 201 Mulberry in New York's SoHo neighborhood will undergo a cat-approved transformation for Cat Camp, July 31 – August 1 from 10 a.m. – 6 p.m. During the pop-up event, Cat Camp counselors will guide members of the public through a series of activities that reflect a healthy cat's routine:

- **Campfire** – Just as a campfire is the heart of any campground, nutrition is at the heart of whole body health. At the center of Cat Camp, a campfire made of Purina ONE kibble will be a gathering place for campers and cats while a Purina Veterinarian (Deborah S. Greco, DVM, PhD, Diplomate ACVIM) shows how to check your cat for signs of whole body health.
- **Climbing** – Campers can traverse an indoor climbing wall and learn why cats seek high places.
- **Stretching** – Cat Camp counselors will demonstrate stretches inspired by cats, which is part of their whole body health you can see every day.
- **Purposeful Play** – Campers can play with cats while a Purina Behaviorist (Sandra Lyn, PhD) educates about the importance of physical activity and mental stimulation in a cat's routine.
- **Arts & Crafts** – Campers can make DIY puzzle feeders to take home to their cats.

Those not in New York can watch live, streaming video of Cat Camp via Periscope on Purina ONE's Twitter feed @PurinaONECat and join the conversation with #ONECatCamp. You can also find Purina ONE on Facebook (<https://facebook.com/PurinaONECats>).

“Purina ONE's Cat Camp is a fun way for cat lovers to experience all the things that feed into whole body health for cats,” said Brian Williams, Brand Manager for Purina ONE. “We had such a great response to last year's Cat Café, so this year we wanted to provide activities that would help educate people on whole body health, and there isn't a better way to do that this summer than a camp-like experience.”

Adoptable cats from a Petfinder partner shelter will roam the “campgrounds” to interact with campers and show how Purina ONE provides all the nutrition your cat needs for each life stage.

For more information on Purina ONE Cat Camp, go to <https://purinaone.com/catcamp>.

**About Purina ONE brand cat food**

Purina ONE provides inside out nutrition for lifelong, whole body health. Our goal is to help support your cat's whole body health every day and throughout their lifetime, with formulas that address cats' changing needs throughout life.

**About Nestlé Purina**

Nestlé Purina PetCare Company is a global leader in the pet care industry. Nestlé Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestlé Purina PetCare is part of Swiss-based Nestlé S.A., a global leader in nutrition, health and wellness.

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