

Cat Chow Goes Pink

Purina teams up with Susan G. Komen foundation to fight breast cancer.

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Testimonials from women saying their cats provided them with comfort during breast-cancer treatments helped spur Purina to team up with Susan G. Komen for the Cure. A reassuring purr. A soft nuzzle on the chin. Many cat owners would agree that their feline companions are a great source of comfort, especially when it's needed most.

In recognition of the human-cat bond, Purina Cat Chow brand cat food has teamed up with Susan G. Komen for the Cure to help fight breast cancer.

The St. Louis-based cat food company recently donated \$175,000 to Susan G. Komen for the Cure, a nonprofit organization that aims to eradicate breast cancer. Cat Chow donated an extra \$50,000 — \$1 for each person who took an online breast-awareness quiz — to the organization for a grand total of \$225,000. Also, in honor of October as National Breast Cancer Awareness Month, Cat Chow will be available in a pink limited-edition bag.

Kerry Lyman, spokeswoman for Nestle Purina PetCare, said the company chose to become the first pet food brand to partner with Susan G. Komen for the Cure after hearing testimonials from women whose cats provided them support while undergoing cancer treatments.

"We wanted to look into how we can make that connection more real for people and looked into the Susan G. Komen for the Cure," Lyman said. "Here's an organization working actively to find a cure for breast cancer, and it just seemed to be a good fit, a way to project our understanding that there is a link between cats and their owners' health."

Cancer survivor Dr. Janet Jackson, a Cat Chow mentor and vice president and director of nutrition research, knows firsthand how much cats can improve their owners' spirits during times of struggle. Jackson said her cats were a source of comfort during her treatment for breast cancer a few years ago.

"All three of them seemed to know exactly how to protect and comfort me at all times, from the soothing, calming effect of their purring to keeping me company during restless nights," she said. "They could sense the difficult time I was going through, and I will never forget how much they helped me through it."

To share a story of how a cat provided support during cancer treatments or to take a breast-cancer awareness quiz, visit the Cat Chow website.