

Senior Cat Lands Modeling Gig

Milwaukee feline becomes the new face of Purina line.

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Asia-Veau, a rescue cat, was spotted as having modeling potential at a cat show. Below, her image on the cat food can. She's not as young as she used to be, but this model still has what it takes to land a gig as the new face of a national label.

Her name is Asia-Veau, a cat from Milwaukee who was taken in as a rescue by Margaret Karpen. Asia, 10, has been chosen to represent Purina Friskies' new senior-formula canned food.

Karpen likes to show her various cats, but to have one of her felines selected for a senior cat-food promotion makes her especially proud. "It's just been fun; you go to the pet store and it's like, wow, that's my cat! How many people can say that?" she said.

It all started with an encounter she had with an animal talent scout at a cat show, Bill Casey of Animal Talent of Chicago. The next thing she knew, Karpen and her cat were in Chicago for a Purina photo shoot.

Asia's green eyes and brown-and-white coat, as well as her age, fit the bill for the modeling job. Karpen said she'd like this experience to lead to other projects.

She also has a 15-year-old cat named Einstein who is set to be the face of the Discover Card's upcoming line of feline credit cards.