

Breast Cancer Awareness Campaign Honors Cats

Purina Cat Chow initiative celebrates survivors and the feline friends who helped them out.

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Many women who have battled breast cancer said that their cats provided comfort and had a calming effect on them as they went through treatment. Cats who provide companionship to survivors of breast cancer are being honored through the Purina Cat Chow Connected for the Cause campaign.

The cat-food maker has partnered with Susan G. Komen for the Cure and plans to donate more than \$200,000 in 2009 to the organization dedicated to fighting breast cancer. The goal is to raise awareness about the disease, as well as highlight the role that cats play in the lives of women battling breast cancer.

In a recent Purina Cat Chow national survey of breast cancer survivors with cats, 84 percent of respondents said their cat had a calming effect during their experience and 76 percent said they got daily support from their cat during treatment.

In addition to honoring the bond that these women have with their cats, the initiative provides an opportunity to help add to the total donation by sharing photos of support at the Cat Chow website. For every picture uploaded, Purina Cat Chow donates an additional \$1 to Susan G. Komen for the Cure up to \$10,000.