

Purina Hosts Pet Birthday Party

Cats and dogs with unknown birthdates can celebrate on May 17.

Posted: May 14, 2008 2 a.m. EDT

In honor of National Pet Month, Purina will host a nationwide “Fur-real Birthday Pawty” on Saturday, May 17, to recognize the special days of pets with unknown birthdates. The pet food company encourages dog and cat owners to celebrate with their pets adopted from shelters and rescue groups, while animal shelters honor the cats and dogs in their facilities.

According to a survey of 1,000 people recently conducted by Purina, 43 percent of pet owners don't know their pets' exact birthdates. Of that percentage, 30 percent said they celebrate their pets' birthdays on the day they adopted the cat or dog, while the remaining 16 percent pick a random day for the party.

To help pet owners set the stage for the perfect pet party, Purina offers these tips: Provide food for both human and animal guests. To set the tone for the party, give human appetizers fun, pet-themed names.

Play a mix of cat- and dog-themed songs during the event. Start with the classics, such as “What's New, Pussycat?” and “Hound Dog,” then use your imagination.

Keep the pet guests in mind. Provide seating in the form of cat beds and dog pillows.

“Pets are important parts of our lives and deserve a day dedicated to their birthday,” said Maria Reed of Purina Pets for People. “By working together with local shelters, we will make sure no pet's birthday goes unnoticed by showing these special dogs and cats just how much they mean to us.”

To learn more about the “Fur-real Birthday Pawty” or to find a celebration at an animal shelter near you, visit the Purina website.