



IN YOUR BACKYARD



Attend one of the upcoming Friskies — sponsored events coming to your area:

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| November 22-24 | Houston, Texas |
| CFA International Cat Show | George E. Brown Convention Center |
| December 14-15 | Phoenix, Ariz. |
| Phoenix Feline Fanciers' Cat Show | Phoenix Civic Plaza |

For more information about the Friskies & CFA Cat Shows, please call 1-800-725-4CAT or visit www.FriskiesCatFood.com.

Friskies & The Cat Fanciers' Association Cat Shows



The famous Fancy Feast Cat, Friskies Cat Team and Chef's Blend Cat will show off their silver screen talents and demonstrate the "paw-sitive" effects training has on cats. In addition, more than 400 pedigreed and non-pedigreed cats from across the nation compete for top honors. Partial proceeds from the cat show will benefit a local animal shelter.



PET SAFETY TIPS FOR THE HOLIDAYS



- Keep holiday ornaments out of your pet's reach. If accidentally ingested, ornament fragments such as string, glass, ribbon and tinsel can cause, often serious and painful, stomach and intestinal problems for your pet.
- Don't feed your pet chocolate. While pets do love holiday treats, chocolate is toxic for them. Additionally, chocolate is a stimulant and in large amounts may cause increased heart rate, irregular heartbeat, loss of appetite, excessive water intake, vomiting and even seizures. If your pet shows any of these signs, please contact your veterinarian immediately.
- Cover your holiday tree stand with a tree skirt to help discourage your pet from getting too close. Prickly pine needles can get lodged in your pet's throat, making it painful to swallow. Even drinking water from the tree base can cause your pet to experience diarrhea, mouth sores, vomiting and loss of appetite.
- During the holiday festivities, the noise level from additional family members and seasonal music can get very loud and be confusing for your pet. Make sure to provide a quiet and relaxing safe haven for your pet so he can get away to rest and not be disturbed.



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Official Newsletter
from Purina PetCare


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Very Best Pet Network Issues Huge "Thank You" to America's Shelters



Since the launch of the Very Best Pet Network in June, American Humane Association (AHA), Nestlé Purina and Wal-Mart have been pleased with the energetic response from participating humane organizations across the country. Thanks to shelters like yours, the groundbreaking program has helped find homes for more than 150,000 homeless animals, exceeding the program's initial goal by 20 percent!

From coast to coast, animal welfare organizations have been shining examples of teamwork, innovation, commitment and resourcefulness. Together with Wal-Mart store partners, shelter volunteers have helped find loving families for many homeless pets and have made the nation's largest pet adoption initiative a huge success.

Following are highlights from participating animal welfare organizations that worked with us to increase awareness of local shelters, and to ultimately increase pet adoptions nationwide.

"Our organization has placed 18 pictures on the Very Best Pet Network board since June 1, and 16 of those animals were adopted! The pet department manager has been so helpful. Thanks Wal-Mart!" — Shelly Roberts, Shelter Director, Ashland County Animal Shelter, Ashland, Ohio

"We adopted 9 out of the 10 animals we had posted on our Very Best Pet Network board within the first two weeks of the program!" — Carrie Flannagan, Greenbrier County Humane Society, Lewisburg, W.Va.

"We have had a great experience working with the Wal-Mart Stores! They have been very helpful and cooperative. Adoptees have been mentioning they have seen the boards in the Wal-Mart stores, and it has heightened their awareness about adopting shelter animals." — Joe Crawford, Free to Live Animal Shelter, Oklahoma City, Okla.

"There has been tremendous creative support from the Wal-Mart management team. Our local pet department manager has helped us find homes for many special pets." — Sandi Thomas, Jacksonville Humane Society, Jacksonville, Fla.

As the ultimate thank you, AHA will be awarding \$125,000 in grants from the Very Best Pet Network Fund established by Purina to recognize eligible, participating shelters for their support and contributions to the Network.

We look forward to another great year for the Very Best Pet Network! If your animal welfare organization would like to get involved with the program, please call the American Humane Association at 1-800-227-4645, or visit www.americanhumane.org.





EXPERT CORNER

The Right Diet for Your Diabetic Cat

By Dr. Sandi Sawchuk

Millie, a beautiful, although overweight, 9-year-old Maine Coon cat came into my clinic the other day. Millie had always been a very clean cat and was never one to let a little litter stick to her feet but for some reason her litter box was filling up with wet litter faster than it normally did, causing her to step in soiled litter. I checked some of Millie's urine and, as I suspected, Millie was passing high levels of glucose, a sugar-like substance, in her urine. Millie was a diabetic cat!

Obesity has long been known as one of the risk factors for diabetes mellitus. Cats diagnosed with diabetes usually have a history of drinking more water and urinating larger volumes of urine more frequently. Many diabetic cats have an increased appetite but instead of gaining weight they start to shed pounds even with the higher food intake. Millie's condition was fortunately caught early.

It is a well-known fact that cats, being the carnivores that they are, need meat to survive. Unlike other species that can obtain essential nutrients needed for survival by eating plant-based proteins, cats can't live without the nutrients found only in meat - the key ingredient in a food, like Friskies® canned cat food, that cats love to eat. But even with knowing this, veterinarians have until recently recommended high-carbohydrate, low-protein foods for cats with certain health problems such as diabetes mellitus - the recommended diet for humans and dogs with the same condition. But cats aren't dogs or humans! New studies on the dietary needs of diabetic cats have made veterinarians take notice and "do a 180" with their recommendations for these special feline patients.

In Millie's case just a diet change from the high-carbohydrate, reduced-calorie diet that the owner was feeding in an attempt to get Millie to shed some extra pounds to a high-protein, low-carbohydrate canned diet reduced Millie's blood sugar levels to more normal levels and thereby eliminated the sugar spilling into her urine. Although Millie doesn't need insulin to control her diabetes at this time, her owner is aware that frequent veterinary checks are in order in case her needs change.

Weight control is key in keeping cats healthy. By feeding cats twice a day with a nutritionally balanced, protein-rich, canned diet and leaving a predetermined amount of dry food out to nibble on throughout the day, most cats can, with the addition of some exercise, keep slim and trim. This is just one more way to help add years to a cat's life and life to their years.

Dr. Sandi Sawchuk is a feline nutrition expert from the University of Wisconsin, Madison School of Veterinary Medicine. Dr. Sawchuk speaks at Friskies & CFA Cat Shows across the country each year.

Now available!

2003 Friskies and Mighty Dog Calendars

Get your 2003 Friskies and Mighty Dog Calendars today! These delightful calendars feature the winning pet photos of the Friskies and Mighty Dog Calendar Photo Contests, an annual competition involving hundreds of aspiring "pin-up pets." One grand-prize winner and 11 first-prize winners were chosen for each calendar based on creativity, photo quality and respective "Friskie-ness" or "Mightiness" of the cat and dog candidates. Each winner received a year's supply of 100% nutritionally complete Friskies® cat food or Mighty Dog® dog food as well as a 25-case (24 cans/case) product donation to an animal welfare organization of their choice.

Perfect for gift-giving and to decorate the home or office, calendars are free with 30 UPC symbols (bar codes) from select products plus \$1.00 for postage and handling per order. Calendars also are available with no UPC symbols for \$6.95 each plus \$1.00 for postage and handling per order. Visit www.FriskiesCatFood.com and www.MightyDog.com to order your calendars today, or send your check or money order to: 2003 Friskies Calendar Offer, P.O. Box 7903, Young America, MN, 55573-7903 or 2003 Mighty Dog Calendar Offer, P.O. Box 7803, Young America, MN 55573-7803. Allow 8-10 weeks for shipping. Offer good through March 29, 2003 or while supplies last.

Following are the animal welfare organizations that received product donations through this promotion:



FRISKIES CALENDAR

- Feline Rescue, St. Paul, Minn.
- Lakeshore Humane Society, Manitowoc, Wis.
- Marmade River Feline Rescue Society, Salisbury, Mass.
- Fresco SPCA, Fresco, Calif.
- Missoula County Humane Society, Missoula, Mo.
- Best Friends Animal Sanctuary, Kanab, Utah
- Maury County Animals Shelter, Columbia, Tenn.
- Coast Animal Services Authority, San Clemente, Calif.
- Animal Friends, Pittsburgh, Pa.
- Volunteer Services for Animals, Providence, R.I.
- Warren County Animal Shelter, Lebanon, Ohio
- Asheville Humane Society, Asheville, N.C.

MIGHTY DOG

- San Diego Humane Society, San Diego, Calif.
- Rescue Dogs of 9-11, Port Washington, N.Y.
- Central Brevard Humane Society, Cocoa, Fla.
- Riverside Humane Society, Riverside, Calif.
- Jacksonville Animal Shelter, Jacksonville, Ark.
- San Francisco SPCA, San Francisco, Calif.
- Calhoun County Humane Society, Anniston, Ala.
- The Cats House, Bluffton, Ohio
- Westerly Animal Control and Shelter, Westerly, R.I.
- Pet Animal Welfare Society, Norwalk, Conn.
- Memphis Humane Society, Memphis, Tenn.
- Lake County Animal Care and Control, Baldwin, Mich.



SHELTER SPOTLIGHT...

Humane Society Of La Plata County

Since its establishment in 1973, the Humane Society of La Plata County of Durango, Colo. has been enhancing the quality of life in the community by encouraging the humane treatment of animals. The shelter was established as a non-profit organization and is financed solely through adoption fees, sales from its thrift store, and donations from other non-profit groups within the community.

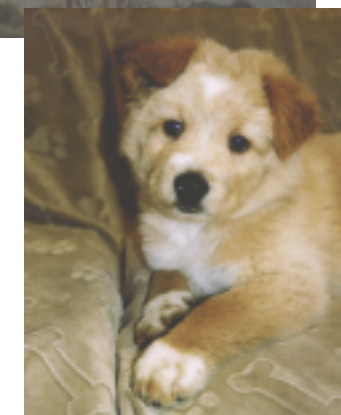
The thrift store was created in 1986 to help raise necessary funds for the shelter and make it possible to have on staff a part-time veterinarian. The veterinarian makes sure that all animals are spayed/neutered and immunized before being adopted, one of the facility's main objectives.

Structural renovations also have been made possible thanks to the thrift store's success. Over the years, the shelter became overcrowded and just recently added a two-room veterinarian clinic and a larger cattery to provide more spaces for animals. Its old administration office was renovated into a visitation room for future adopters, providing them the opportunity to spend more time with the dog or cat they're interested in taking home.

Other improvements include a new educational facility that features training classes to teach responsible pet ownership and



Sales from the Humane Society of LA Plata County's thrift store has helped raise necessary funds for shelter, for the past 6 years.



Moe is just one of the many animals that the Humane Society of LA Plata County has helped find a loving and caring home through its adoption program.

the expanded library that provides members, volunteers and staff more valuable books and resources on animal care.

"More than 75 percent of funding for the shelter comes from the thrift store," said Jean Somsen, President of the Board. "The thrift store has been our saving grace. It's because of that store we're able to do what we can for the animals in our community."

The Humane Society also assists in the investigation and prosecution of reported cruelty and abuse to animals, as well as provides support to the Red Cross by donating thrift store items such as clothing, furniture and housewares to local victims of fires and other disasters.

For more information on the Humane Society of La Plata County, please call (970) 385-4322 or visit www.lpchumanesociety.org

Changes Coming For Friskies Features

Nestlé Purina PetCare Company combines Friskies' and Purina's rich



histories, diverse resources and complimentary strengths, offering pets and their owners a wide variety of innovative, high quality and nutritious products.

The merger also brings new opportunities to serve the animal welfare community. Starting next year, Friskies Features will combine its efforts with Purina's long-standing Pets For People program to create an even greater resource for shelters.

An enhanced newsletter will debut in February 2003. If you are a current subscriber to

Friskies Features, there is no need to sign up again, you will automatically receive the new newsletter.

The new forum will continue to offer you informative articles, including insights on feline and canine nutrition, relevant promotions, tips from veterinary experts, as well as the latest developments and innovations in the world of pet care.

Nestlé Purina looks forward to continuing to provide you with the very best pet care news.