



**\*\*\*MEDIA ALERT\*\*\***



## **PORTLAND SHELTER CAT HEADS TO NEW YORK TO STAR ON REALITY SHOW**

*--“Ellis” will Compete with Nine Other Felines for Job with Meow Mix--*

**WHO:** “Ellis”, a two-year-old tabby currently being cared for by the Cat Adoption Team, Oregon’s largest no-kill cat shelter and hospital in Sherwood, OR

**WHAT:** Ellis is one of ten cats nationwide who has been chosen to compete in “The Meow Mix House”—the world’s first reality show starring cats. The kitties will live together in a house on Madison Avenue in New York from June 13<sup>th</sup> to 23<sup>rd</sup>. People can go to [www.meowmixhouse.com](http://www.meowmixhouse.com) to view the action inside the house and vote for their favorite feline. Every day, the cat receiving the fewest number of votes will be evicted from the house. All of the cats are winners, however, since they will all be adopted into permanent, loving homes at the conclusion of the show.

The winning cat will be hired as the Feline Vice President of Research and Development of Meow Mix.

**WHEN:** The Meow Mix House will take place from June 13<sup>th</sup> to June 23<sup>rd</sup>  
**Ellis will be departing for New York on Tuesday, June 6**  
He (and a representative from Cat Adoption Team) are available for interview, by appointment, any day prior to his departure

**WHERE:** Cat Adoption Team  
14175 SW Galbreath Drive  
Sherwood, OR 97140

**CONTACT:** Keith Fernbach  
Grand Central Marketing (for Meow Mix)  
(212) 253/8777  
[kambri@grandcentralmarketing.com](mailto:kambri@grandcentralmarketing.com)

Rachel Wallace  
CAT Marketing & Development Manager  
503-701-4087  
[rachelwallace@att.net](mailto:rachelwallace@att.net)

CAT is located at 14175 SW Galbreath Drive in Sherwood, just off Tualatin-Sherwood Highway Road. **For directions and more information, call (503) 925-8903 or visit CAT’s Website at [www.catadoptionteam.org](http://www.catadoptionteam.org) .**