



Surprisingly Human

FOR IMMEDIATE RELEASE

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**AFTER THE PUPPIES PLAY, THE CATS GET THEIR DAY IN ANIMAL PLANET’S TALENT SEARCH FOR  
AMERICA’S NEXT CAT STAR**

*--Animal Planet and AT&T Invite Cat Lovers to Send Their Best Videos to  
AnimalPlanet.com/AmericasNextCatStar--*

*--Videos Chosen Will Appear on AMERICA’S NEXT CAT STAR Special Premiering on Animal Planet on  
Saturday, May 2 at 9:00 PM (ET/PT)--*

(February 2, 2015 - Silver Spring, Md.)— After the clock hits triple zeroes and the adorable athletes of PUPPY BOWL XI head off to their forever homes, Animal Planet turns its attention to its feline friends in a coast-to-coast talent search aimed at finding **AMERICA’S NEXT CAT STAR**. Does your whiskered wonder have the personality and swagger of halftime superstar Kitty Furry? Now Animal Planet and AT&T give you the chance to prove it to the internet - and the world! Your cat could even appear on the Animal Planet special, **AMERICA’S NEXT CAT STAR**, on Saturday May 2, at 9:00 PM ET/PT.

It couldn’t be easier to enter – just go to [AnimalPlanet.com/AmericasNextCatStar](http://AnimalPlanet.com/AmericasNextCatStar) and upload a headshot and a classic clip of your kitty. Before you know it, your cat could instantly go from napping in your clean laundry to international multimedia star!

“In the blink of an eye, I was considered one of the most important and influential cats on the planet,” said internet icon, feline femme fatal, Lil BUB, who guest stars in the special. “The best part of being a cat star is that I have been able to use my fame to help others. I wouldn’t trade it for the world.”

Does your furry friend have what it takes to become AMERICA’S NEXT CAT STAR? Join the talent search today for the chance to share your kitty’s charisma on Animal Planet on May 2.

**ABOUT ANIMAL PLANET**

Animal Planet, a multi-media business unit of Discovery Communications, is the world's only entertainment brand that immerses viewers in the full range of life in the animal kingdom with rich, deep content via multiple platforms and offers animal lovers and pet owners access to a centralized online, television and mobile community for immersive, engaging, high-quality entertainment, information and enrichment. Animal Planet consists of the Animal Planet television network, available in more than 94 million homes in the US; online assets [www.animalplanet.com](http://www.animalplanet.com), the ultimate online destination for all things animal; Animal Planet LIVE, the go-to digital destination for round-the-clock, unfiltered access to the animal kingdom; and other media platforms including a robust Video-on-Demand (VOD) service, and merchandising extensions.