



**FOR IMMEDIATE RELEASE**  
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**\*\*MEDIA ALERT\*\***

**WHEN THE CURTAIN GOES UP, THE KITTENS GO GLOBAL**  
**ON ANIMAL PLANET'S EXCLUSIVE LIVE STREAM OF THE CAT VID FEST**

**WHO:** **Animal Planet** and hundreds of cute, cuddly and “paws-itively” “purr-fect” cat stars will be present at the **Internet Cat Video Festival**.

**WHAT/WHY:** **Animal Planet** is the lead media sponsor of the third-annual **Internet Cat Video Festival** and is live streaming the festival around the world exclusively at [AnimalPlanet.com/CatVidFest](http://AnimalPlanet.com/CatVidFest). **Animal Planet** will have a presence on site in Minneapolis, and you never know which of your favorite Internet cat celebs may drop by.

Unlike dog owners, who have a dog park and puppy play dates to socialize, cat lovers are often left to gawk and awe over kitties alone at home behind their keyboards. But, the third-annual **Internet Cat Video Festival** returns to the Walker Arts Center to give cat enthusiasts their time in the sun with an action-packed and overly adorable festival. To ensure that the cat community around the world also gets in on the action, Animal Planet is live streaming this event.

And, for those who can't attend the festival or catch the live stream in person, Animal Planet has your cute quota covered with **TOO CUTE! PINT SIZED**, premiering **Saturday, August 16, at 8 PM (ET/PT)**. It's an all-new, 30-minute version of the Emmy<sup>®</sup>-nominated series that features double the cute in half the time!

**WHEN/WHERE:** **Internet Cat Video Festival: Thursday, August 14, 6 PM (CST) –**  
Walker Arts Center, Minneapolis, MN

**Animal Planet's live stream: Thursday, August 14, 7 PM (EST) –**  
The finalists for this year's **GOLDEN KITTY AWARD** for the top cat video at the festival and the live stream of the event are at [AnimalPlanet.com/CatVidFest](http://AnimalPlanet.com/CatVidFest).

**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.