

MEDIA RELEASE SEPT 2019

AUSTRALIA'S ULTIMATE FELINE FESTIVAL POUNCES BACK TO MELBOURNE WITH A 70% BIGGER SHOW AND AN INCREDIBLE LINE UP OF TALENT.

**CAT
LOVERS
SHOW**®

**Sat 30 Nov
& Sun 1 Dec**

Royal Exhibition Building
catloversshow.com.au

This November, the hotly anticipated Cat Lovers Show returns to Melbourne for its second year at the Royal Exhibition Building, Saturday 30 November and Sunday 1 December 2019.

CEO and Show Founder, Jason Humphris said, *"Due to the overwhelming public response we received in our inaugural year, we are committed to presenting a larger and more exciting Show this year. It will truly be the ultimate day out for any cat lover. 70% larger than last year, the Show offers a plethora of opportunities to meet, interact and learn about wonderful felines and what makes them tick. Our team has worked closely with all the leading cat associations and is excited to announce that the Trouble & Trix Breed Showcase has tripled in size, the popular Pat-A-Cat zone has doubled in size and we will be presenting over three times as many cats at the 2019 Show."*

The Cat Lovers Show is a veritable feline festival, featuring everything for and about cats in the one place, celebrating all aspects of ownership. A series of unique **feline-inspired feature zones** will offer visitors the chance to learn, be inspired and connect with fellow cat lovers.

Educating owners on the many facets of cat wellbeing to ensure long and enriched lives remains a cornerstone of the Show. Australia's most renowned vets and animal experts including **Dr Chris Brown, Dr Katrina Warren, Kelly Gill, Rose Horton**, and new Bondi Vet, **Dr Danni Dusek** will present two days of free educational talks on the **Royal Canin Stage** focusing on cat health, breed information and advice on behaviour and training.

Cat trainer extraordinaire **Catmantoo** – aka **Robert Dowlett** – and his superstar felines 'Didja' and newcomer '**Bindi**' are set to make an awe-inspiring appearance in the **Black Hawk Colosseum**. With their skateboards in tow, the world-record holding trio will take to the stage presenting a new series of entertaining tricks that need to be seen to be believed!

The **Black Hawk Colosseum** stage will also host animal scientist, zoo keeper and veterinary nurse **Rose Horton** as well as **Kelly Gill** and TV star ginger cat '**Tigger**', as they educate and entertain crowds and demystify the wonderful world of cats with favourite MC **Brodie Young** keeping visitors feline-fine!

The Show will provide visitors with a unique opportunity to learn from and engage with **over 30 different Victorian breed groups** representing **rare, pedigree and companion breeds**. Gaining free advice on temperament and characteristics, visitors can find the best breed to suit their lifestyle in the hugely expanded **Trouble & Trix Breed Showcase** which is proudly supported by Australian National Cats, Governing Council of Cat Fancy Australia and Victoria plus the Feline Control Council of Victoria.

The Cat Lovers Show is committed to supporting animal shelters and rescue organisations that provide vital care to cats in need and assistance in finding fur-ever homes. Visitors can learn about the importance of adoption, and even start the ownership process at the **Petstock Assist Adoption Zone**.





DR CHRIS BROWN



CATMANTOO



DR KATRINA WARREN



KITTY-COSPLAY

Running in tandem, the **Petstock Assist Adoption Stage** is hosted by TV personality and passionate animal-welfare advocate, **Lara Shannon** with informative talks by rescue shelter leaders who will help educate current and future owners about the importance of re-homing cats in need.

Re-located to allow for expansion on the gallery level, the crowd-favourite **Pat-A-Cat** returns with double the number of cats and plenty of opportunities to pat that cat! It's a unique opportunity for visitors to get up close and purr-sonal for a little cat cuddling – the pawfect path to some inner peace.

Kitty questions – complex and simple – will be answered in the **Ask-An-Expert Zone**, offering cat lovers ten-minute appointments with vets, groomers, trainers and breeders with valuable insights provided free of charge on topics such as breed qualities, solving temper tantrums and advice on how to correctly comb your kitty's coat. The **Purrfect Match Zone** will guide future owners, with details on over 50 different cat breeds to help make informed decisions on which breed is right for them.

Unwind at the **Purrfect Paws & Prosecco Parlour** with a glass of bubbles and kitty-inspired manicure by Clara H Nails; the 'go-to' Melbourne nail technician for super-stars Katy Perry and Serena Williams. Little ones can also get hands-on with feline themed arts and crafts, face painting and a funny photo wall at the Get Catty! Kitty-Kids Zone.

Entries for the **Kitty-Cosplay CATwalk Fashion Purr-rade** are now open for fanatics to join the cat cosplay community and adorn their best feline fashions. Sashaying down the CATwalk at the **Black Hawk Colosseum**, there will be a daily prize for the most feline-fabulous outfit.

Providing a break from the entertainment, some of Melbourne's most popular snacks and refreshments will fill the all-new **Feline-Food Truck Park**, located in the outdoor forecourt and alongside the new **Cat Enclosure Exhibition** featuring some of the most amazing feline-homes in Australia!

Kitty-Kristmas shopping lists will be filled with ease with more **150+ exhibitors** with the latest and greatest cat products and services available today, **new product launches** and exclusive show specials.

Enter the **Major Door Prize** draw at the show for a chance to win a cat-pack full of fantastic kitty goodies **valued at over \$2,000**.

The Cat Lovers Show is the first and only major festival in Australia dedicated to celebrating our fabulous felines whilst educating, entertaining and informing the passionate cat community.

EVENT DETAILS

LOCATION: Royal Exhibition Building, Carlton

DATES: Saturday 30 Nov & Sunday 1 Dec 2019

TIMES: 9am - 5pm daily (N.B. the show is opening 30 minutes earlier this year)

TICKETS: catloversshow.com.au/melbourne

Up to a 20% discount available for tickets purchased via the website

Event Management International (EMI) strongly encourages the cat-loving public to pounce on tickets as another sell-out Show is expected and a limited number of tickets are available each day to ensure cat welfare and an enjoyable experience for all visitors.

EMI recognises the health and wellbeing of cats is paramount, and encourages all visitors to respect the cats inside the Royal Exhibition Building. Whilst there will be many more cats than the previous year, attendees are encouraged to listen to handlers, pay close attention to event signage regarding cat welfare and respectfully interact with all animals.

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