

# CAT LOVERS SHOW 2022 PR REPORT

tide.pr





# INTRODUCTION.

tide.pr was thrilled to work with EMI on promoting the momentous return of Australia's largest feline focused event.

A major goal for this campaign was to secure high quality and meaningful coverage that told the paw-tastic stories of the event, its breeders, exhibitors and rescue groups while educating the new generation of cat owners.

We're delighted to showcase all these ways we exceeded this objective with the following results, achieved from April until June 2022.



# THE RESULTS

## 234 x HITS

TOTAL PIECES OF MEDIA COVERAGE ACHIEVED

128

TV PIECES

34

RADIO PIECES

45

ONLINE + EDM PIECES

7

PRINT PIECES

20

SOCIAL PIECES

# TOTAL REACH

25,769,639

APPROX. TOTAL AUDIENCE OF ALL EDITORIAL + SOCIAL MEDIA COVERAGE

A young girl with blonde hair is smiling and holding a tabby cat. She has colorful face paint on her cheeks and forehead, including swirls and whisker-like patterns. She is wearing a pink shirt and a headband with cat ears. The cat has green eyes and is looking directly at the camera. The background is a plain, light-colored wall.

**EDITORIAL HIGHLIGHTS**



# EDITORIAL HIGHLIGHTS

RACV

Date: 7 June 2022

Medium: Online

Reach: TBC



## How to 'catify' your house to make it cat-friendly



Is your cat as confident and happy as it could be at home? Here's how to catify your home to keep it cat-friendly and ensure your kitty is having the time of its life – and not scratching at the couch.

According to [Animal Medicines Australia's 2021 report](#), Australians cared for 4.9 million pet cats last year: up 8 per cent from 2019. 'Catification' – adjusting your home to accommodate your cat's needs as well as your own – is the key to keeping your household cat friend and your cat happy. Originally coined by cat behaviour expert Jackson Galaxy, catification allows your cat to safely and happily eat, drink, sleep, climb, play and perch throughout your home. It also positively affects cat-to-cat and cat-to-human relationships.

The best way to catify your house is to think about bringing the outdoors inside, according to Australian veterinarian and TV presenter [Dr Katrina Warren](#), who we caught up with at Melbourne's annual [Cat Lovers Show](#). "Think about things that a cat is going to do naturally when they're outside, such as climbing, perching in high places, or chewing on grass and how they do their toileting," Dr Katrina said.

Proper catification can make an indoor cat's life just as entertaining and stimulating as an outdoor cat's. "I'm very big on indoor confinement for your cat's own safety," Dr Katrina explained. "So many outdoor cats get hit by cars, get into fights, get injuries... the lifespan of an outdoor cat is greatly reduced compared the average indoor cat. Making your cat indoor-only is the number one thing you can do to help your cat live longer."

# EDITORIAL HIGHLIGHTS

The Age (3 x syndications)  
Date: 6 June 2022  
Medium: Online  
Reach: 515,000

## Patting Persians, speaking moggie, a purrfect day for 20,000 cat lovers



By Carolyn Webb  
June 6, 2022 – 5.00am

Save Share A A A

Many of us talk to our cats, but if you learn the signs, you'll realise they're talking back to you.

You may know that your moggie swishes its tail when it's not happy, but have you seen it shaking its paw in front of its food bowl?



THE  AGE

That can mean it doesn't like the food.

Learn to Speak Cat was the title of one of feline behaviourist Rose Horton's talks to crowds at the Cat Lovers Show on Sunday.

In her second talk, Cat Behaviour Explained, she answered vexed questions like, "[Why does my cat run around like a mad thing late in the afternoon?](#)" and, "What do I do if my pet is weeing all over the house?"

It was hardly a tough crowd for Horton and other presenters at the Melbourne Convention and Exhibition Centre.



CAT  LOVERS SHOW



## It's the fluff of dreams for cat lovers

**Carolyn Webb**

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In her second talk, Cat Behaviour Explained, she answered vexed questions such as, "Why does my cat run around like a mad thing late in the afternoon?" and, "What do I do if my pet is weeing all over the house?" It was hardly a tough crowd for Horton and other presenters at the Melbourne Convention and Exhibition Centre.

Everywhere you looked, people were patting, cuddling or playing with cats. After being cancelled for two years during the COVID-19 pandemic, the 2022 event was sold out.

Cat Lovers Show chief

executive Jason Humphris said about 20,000 people attended on the weekend, and it will expand it to three days next year.

A record 160 stallholders spruiked everything from cat funerals to designer kitty litter, pet rescue and adoption services.

Experts including celebrity vets Dr Chris Brown and Dr Katrina Warren and US guru Jackson Galaxy gave talks.

Humphris said patrons loved seeing more than 50 breeds of cats up close. Visitors were of all different ages and about 60 per cent were women.

Nadia Zarmanian, 12, of Wantirna South, said she had a pet tabby cat at home.

"But I really love cats and I just wanted to see all the cute cats and pat them. It's been fun". Nadia and her friend Brianna, 12, stroked Savannah, a chinchilla Persian that was happily rolling around on a pink cushion.

"It's so fluffy and very cute," Nadia said. "It's adorable."

Nadia's mother, Tanya Zarmanian, who liked the ragdoll kitten exhibit, said the cat show was educational but also "a nice

family day out" and her husband, Raffi, is also crazy about cats.

Chris Wagner, Savannah's owner, said the cat was "so laid back", used to being handled and loved the attention, but she could tell when Savannah grew weary and it was time for a rest, water and food.

Wagner was enjoying chatting to people. She had spent a lot of time at home during the pandemic and it felt good to get out and educate people about the breed and about ragdoll cats, which she also breeds.

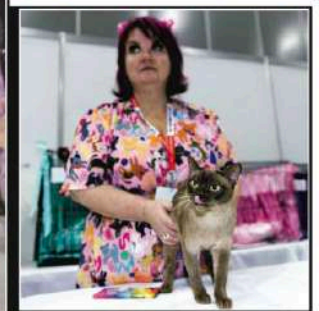
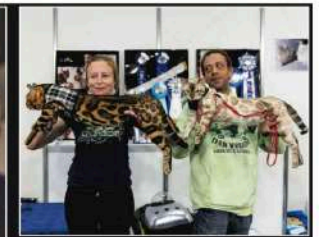
Paul Henry, from Tokoroa, New Zealand, was one of six judges in the Cat Lovers Show's inaugural competition, who over two days assessed more than 20 breeds.

Cats are judged according to a standard for each breed. A Maine coon – a big cat breed – should have a boxed muzzle, flat nose, and a long body with a long, fluffy tail.

The judges are all unpaid but Henry, 75, enjoys it as a retirement hobby. And he loves cats. Yesterday he saw a cheetoh breed, which he had never seen before. "It's really neat because you're always learning," he said.



Left: Persian kitten Smoosh entertains the crowd at the Cat Lovers Show; Above: Two Bengals and a Burmese on display. Photos: Meredith O'Shea



Nadia Zarmanian, 12

*'I just wanted to see all the cute cats and pat them.'*



# EDITORIAL HIGHLIGHTS

The Guardian  
Date: 6 June 2022  
Medium: Online  
Reach: 387,000

# The Guardian



## Feline fine: the Melbourne cat lovers show - in pictures

Cats parade en masse at the Melbourne cat lovers show, with a special breed for everyone to discover. The show, which has made a return after being cancelled for the past two years due to Covid-19, features hundreds of cats, educational talks, and even a 'purr-fect match zone' where visitors can figure out which breed would make the best companion for them

- [The week in wildlife - in pictures](#)
- [Is my dog too cold? How cold is too cold for a walk? Here's how to tell](#)

Ellen Smith

Mon 6 Jun 2022 03:30 AEST



CAT  LOVERS SHOW 



# EDITORIAL HIGHLIGHTS

The Age (3 x syndications)

Date: 5 June 2022

Medium: Online

Reach: 515,000

National Victoria

## Cat Lovers Show a purr-fect day

12 IMAGES

A record 160 stall holders at the Melbourne Convention and Exhibition Centre Cat Lovers Show spruiked everything from cat funerals to designer kitty litter, pet rescue and adoption services.

June 5, 2022 – 4.50pm





# EDITORIAL HIGHLIGHTS

Channel 9 News (8 x syndications)

Date: 5 June

Medium: TV

Total reach: 426,635



# EDITORIAL HIGHLIGHTS

Sunrise (31 x syndications)

Date: 4 June 2022

Medium: TV

Total reach: 279,771





# EDITORIAL HIGHLIGHTS

ABC News

Date: 4 June 2022

Medium: TV

Reach: 1,126,000

ABC NEWS



CAT LOVERS SHOW

# EDITORIAL HIGHLIGHTS

Channel 9 News – 4pm news (8 x syndications)

Date: 3 June

Medium: TV

Total reach: 292,690





# EDITORIAL HIGHLIGHTS

Channel 9 News – 6pm news (8 x syndications)

Date: 3 June

Medium: TV

Total reach: 292,690



# EDITORIAL HIGHLIGHTS

Studio 10 (32 x syndications)

Date: 3 June 2022

Medium: TV

Total reach: 163,000





# EDITORIAL HIGHLIGHTS

Urban List

Date: 2 June 2022

Medium: Online

Reach: 1,920,000

# URBAN :LIST

## 10 Awesome Things To Do In Melbourne This Weekend



With the weekend approaching, we've got a stacked lineup of things to get stuck into in Melbourne, from the return of the NGV Friday Nights, an absolutely 19-hour long Spiderman movie marathon, to the restorative Mind Body Spirit Festival.

Here are 10 awesome things to do in Melbourne this weekend:

### The Cat Lovers Show

Hey all you cool cats and kittens, [The Cat Lovers Show](#) has arrived in Melbourne. Felines of all shapes and sizes are descending upon the Convention Centre and you're all invited to explore the exhibition, with plenty of fur-filled fun and dozens of beautiful breeds to snuggle. Browse through over 150 exhibitors at Australia's biggest [kitty supermarket](#), treat yourself to a pamper sesh at [Paw&Prosecco Bar](#) or find your [PurrFect Match](#) at the adoption zone.

#### THE DETAILS:

When: 9am until 5pm, Saturday 4 June until Sunday 5 June

Where: Melbourne Convention and Exhibition Centre, 1 Convention Centre Place, South Wharf

To find out more, [click here](#)

# EDITORIAL HIGHLIGHTS

[Urban List](#)

Date: 2 June 2022

Medium: eDM

Reach: 64,823

# URBAN :LIST

## URBAN :LIST

THE GOOD LIFE STARTS HERE



[THINGS TO DO](#)

**[Hey All You Cool Cats And Kittens, The Cat Lovers Show Is Happening This Weekend](#)**

[Read More +](#)



# EDITORIAL HIGHLIGHTS

Urban List

Date: 2 June

Medium: Instagram Story

Reach: 237,000



# URBAN :LIST

# EDITORIAL HIGHLIGHTS

Concrete Playground  
Date: 1 June 2022  
Medium: Online  
Reach: 600,000

# CONCRETE PLAYGROUND®

## Melbourne Cat Lovers Show 2022

*Melbourne's dedicated cat show returns for two feline-filled days.*



 [BUY TICKETS](#)

Purrfect news, feline fans: everything a dapper doggo can do, a cute cat can as well. While that's an accurate statement in general, as anyone who has ever shared their life with both a pooch and a kitty will know, it's also the thinking behind Melbourne's returning animal event. From the folks behind the [Dog Lovers Show](#) comes the mouser equivalent: the [Cat Lovers Show](#).

If you wear the 'crazy cat person' label as a badge of honour, stop to pat every moggie you meet while you're walking down the street or spend your all of your spare time watching cat videos (or all of the above), then you'll want to block out Saturday, June 4–Sunday, June 5 in your calendar. Expect the Melbourne Convention and Exhibition Centre to come alive with the sounds of meows, and expect pussy lovers to come out in force.

**CAT**  **LOVERS SHOW** 



# EDITORIAL HIGHLIGHTS

Herald Sun

Date: 29 May 2022

Medium: Print

Reach: 784,000

# Herald Sun

## Any chance I can be belle of the show?

CAT rings a bell! Naria is alerting her owner to the fact that the Melbourne Cat Lovers' Show has returned for the first time in three years.

Celebrity vet Chris Brown will headline the revived show, which celebrates all breeds.

It will be held for the first time at the Melbourne

Convention and Exhibition Centre next weekend.

"Anyone with a deep love for cats, or seeking a better understanding of them, can celebrate their shared passion at Australia's biggest such

festival," show founder Jason

Humphris said.

"We are indebted to the loyal exhibitors and the cat-loving community who are excited to be returning to our live event, with pre-sale tickets selling out in record time," he added.

Attendees will see more than 300 cats representing 30 breeds, as well as special performances including a cat doing tricks, and stalls set up by 40 rescue groups.

ELENA COUPER  
catloversshow.com.au

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ELENA COUPER  
catloversshow.com.au



Picture: David Caird

A FURTHER  
10 VICTORIAN  
COUNCILS WILL  
JOIN THE 17  
THAT HAVE  
INTRODUCED  
TOUGH CAT  
LOCK-IN LAWS  
READ THE STORY AT  
heraldsun.com.au



# EDITORIAL HIGHLIGHTS

ABC Radio Melbourne

Date: 28 May 2022

Medium: Radio

Reach: 94,000





# EDITORIAL HIGHLIGHTS

Herald Sun

Date: 28 May 2022

Medium: Print

Reach: 662,000

# Herald Sun



  
**exhibition**

The Melbourne Cat Lovers Show is back. See 300 cats, educational talks from celebrity vets Dr Chris Brown and Dr Katrina Warren, 40 rescue groups seeking fur-ever homes for cats in need, and pet products and services from fancy food to custom collars. Tickets \$18-42.

**Where** Melbourne Convention and Exhibition Centre  
**When** June 4-5  
**Info** [catloversshow.com.au/melbourne](http://catloversshow.com.au/melbourne)

EDITORIAL HIGHLIGHTS

Vision China Times  
Date: 25 May 2022  
Medium: Print  
Reach: 360,000



看中國 Lifestyle Magazine

# 生活週刊

THE VISION CHINA TIMES

Melbourne Edition | 第795期 | 第六發行 | 2022年5月21日-5月27日(壬寅年四月廿一至四月廿七) | 電話: (03) 9899 9898

地址: 4/48 Rutland Rd, Box H88 3128 | 郵電地址: P.O.Box 317 Box Hill VIC 3128 | 信箱: mel.editor@VisionChinaTimes.org | 廣告: mel.sales@VisionChinaTimes.org

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## 澳洲最大貓展Cat Lovers Show



在澳洲舉辦了三年之後，備受矚目的愛貓人士盛事「Cat Lovers Show」2022年再度回歸墨爾本，並將於6月4日和5日於墨爾本會議中心舉行。愛貓人士將有機會與貓科動物愛好者交流心得，並獲得所有與貓有關的資訊，共同慶祝愛貓。展覽的各個方面，一系列獨特的貓科動物也將為觀眾提供學習、啟發和與貓科動物互相關注的機會。

**1、PETstock舞台**

今年全新的PETstock舞台與義大利有史以來為愛貓人士舉辦的最全面的數字項目之一。有來自澳洲各地的知名貓科動物專家Chris Brown和Jackson Galley將在這項精彩的貓科動物舞台擔任主角，分享有關貓科動物的健康、品種信息、行為和訓練等方面的建議。除此之外，包括Kamira Warren、Kelly Gill、Rose Horton、Lara Shumate、Alex Hickey以及Becky Young等動物專家也將加入令人印象深刻的演講者陣容。

» P4

## 6月回歸墨爾本

文/維多利亞

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**3、Purfect Match 尋找絕配貓伴**

Purfect Match尋找絕配貓伴是一個獨特的信息展示區，向參觀者介紹50多種貓伴，從長毛貓到短毛貓，從各種品種到混種貓，從他們的完美伴侶到他們的完美伴侶。在他們的完美伴侶中，有許多貓伴是混種貓，這意味著他們具有多種品種的特點。在他們的完美伴侶中，有許多貓伴是混種貓，這意味著他們具有多種品種的特點。

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Trouble & Tix品牌展示區將提供有關貓科動物的資訊，並為貓科動物愛好者提供一個交流的平台。在他們的完美伴侶中，有許多貓伴是混種貓，這意味著他們具有多種品種的特點。

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## 建材生意出售 (含混凝土攪拌站 & 罐車)

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擁有大量華人及西人裝修、建築公司客戶  
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看生活 Lifestyle

2、Pat-A-Cat 貓展區

這是本週最熱鬧人氣最高的區域！在整個週末將有100多個攤位與貓科動物愛好者交流心得，並獲得所有與貓有關的資訊，共同慶祝愛貓。展覽的各個方面，一系列獨特的貓科動物也將為觀眾提供學習、啟發和與貓科動物互相關注的機會。

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這是本週最熱鬧人氣最高的區域！在整個週末將有100多個攤位與貓科動物愛好者交流心得，並獲得所有與貓有關的資訊，共同慶祝愛貓。展覽的各個方面，一系列獨特的貓科動物也將為觀眾提供學習、啟發和與貓科動物互相關注的機會。

**3、Purfect Match 尋找絕配貓伴**

Purfect Match尋找絕配貓伴是一個獨特的信息展示區，向參觀者介紹50多種貓伴，從長毛貓到短毛貓，從各種品種到混種貓，從他們的完美伴侶到他們的完美伴侶。在他們的完美伴侶中，有許多貓伴是混種貓，這意味著他們具有多種品種的特點。

**4、Trouble & Tix 品牌展示區**

Trouble & Tix品牌展示區將提供有關貓科動物的資訊，並為貓科動物愛好者提供一個交流的平台。在他們的完美伴侶中，有許多貓伴是混種貓，這意味著他們具有多種品種的特點。

**5、PETstock展覽區**

PETstock展覽區是一個讓貓科動物愛好者交流心得、分享心得的平台。在他們的完美伴侶中，有許多貓伴是混種貓，這意味著他們具有多種品種的特點。

**6、Paws & Prosecco Bar**

Paws & Prosecco Bar是一個讓貓科動物愛好者交流心得、分享心得的平台。在他們的完美伴侶中，有許多貓伴是混種貓，這意味著他們具有多種品種的特點。

**7、Kitty-Kids Zone 貓兒兒童區**

Kitty-Kids Zone是一個讓貓科動物愛好者交流心得、分享心得的平台。在他們的完美伴侶中，有許多貓伴是混種貓，這意味著他們具有多種品種的特點。

**8、Ask-A-Breeder 貓兒專業區**

Ask-A-Breeder是一個讓貓科動物愛好者交流心得、分享心得的平台。在他們的完美伴侶中，有許多貓伴是混種貓，這意味著他們具有多種品種的特點。

看中國

貓兒的未來更好嗎？如果你想在今年的展覽上享受一點自我交際，可以試試Paws & Prosecco Bar。讓Patty Perry、Lily Ash和Sara Williams等超模組合在現場的美學與時尚色彩的碰撞一起開個派對吧。

除此之外，遊客們還將在展覽上享受一場充滿熱情的食物和飲料！貓兒們可以在現場最大快朵頤，也可以在展覽最受歡迎的美食卡座中尋找美味並休息和享受。現場將足供來自150多個攤位的貓兒的最新最好的貓兒產品和配件，以及全新發布的貓兒產品和獨家款貨物。讓你的貓兒享受最好的服務，並讓你的貓兒享受最好的服務。

「愛貓人士狂歡會」是澳大利亞首屆也是唯一一個致力於愛貓人士和貓科動物為主題的節日。同時，為愛貓人士提供一個以教育、諮詢和娛樂為一體的機會。這將是貓兒們對貓兒的未來的一次展覽，愛貓人士不容錯過！

**Cat Lovers Show 2022 日期:** 2022年6月4日週六、6月5日週日  
**時間:** 上午9點至下午5點  
**地點:** 墨爾本會議中心, 1 Convention Centre Pl, South Wharf VIC 3006  
**票價:** 成人\$32.5, 兒童\$15.5, 兒童\$15.5  
**套票 (2大2小):** \$90  
**購票網址:** catloversshow.com.au/melbourne



# EDITORIAL HIGHLIGHTS

Weekend Notes

Date: 24 May 2022

Medium: Online

Reach: 153,000

# Weekend NOTES

## WIN a Double Pass to the Melbourne Cat Lovers Show



Weekend Notes is thrilled to announce it has 2 x double passes to the Melbourne Cat Lovers Show to giveaway!

After an almost three-year hiatus, Australia's largest feline festival is ready to return to its brand new home, Melbourne Convention & Exhibition Centre on June 4th and 5th!

To go into the draw, all you have to do is send an email titled 'Melbourne Cat Lovers Show' to [competitions@weekendnotes.com](mailto:competitions@weekendnotes.com) and let us know in 25 words or less why you want to attend this exciting event. Two winners will be drawn on 31 May! Good luck!

The Melbourne Cat Lovers Show will unite cat lovers of all ages with over 300 beautiful kitties representing more than 30 breeds, illuminating educational talks from celebrity vets including Dr Chris Brown, Dr Katrina Warren and Kelly Gill, and 40 rescue groups ready to provide fur-ever homes for cats in need.

For the first time, and beaming live via satellite from Los Angeles on the big screen, renowned global cat celebrity and host of Animal Planet's long-running hit show "My Cat from Hell", Jackson Galaxy, will present daily talks followed by an interactive Q&A.

Boasting the latest and greatest pet products and services from fancy food to custom collars, Australia's biggest cat retail market will provide attendees with ample opportunity to treat their furry friends. And when you are all shopped out, paw-paw sessions are also available with Clara H Nails, the nail technician to the stars.

For little feline fans, there is also free Kitty Face Painting and a Glitter Selfie Wall to capture the day's memories.

### EVENT DETAILS:

**Location:** Melbourne Convention & Exhibition Centre (Enter Door 9)

**Tickets:** [catloversshow.com.au/melbourne](https://catloversshow.com.au/melbourne)

**Dates & Times:** Saturday 4th and Sunday 5th June 2022. 9am until 5pm daily.

# EDITORIAL HIGHLIGHTS

Woman's Day

Date: 23 May 2022

Medium: Print

Reach: 752,000



# Woman's Day®



CAT  LOVERS SHOW



# EDITORIAL HIGHLIGHTS

Spice News

Date: 22 May 2022

Medium: Online

Reach: 30,000

*Spice*

## ‘Pet-demic’ positions popular pet lovers shows for major bounce back

After a long hiatus and tough couple of years, Event Management International's hugely popular Cat Lovers Show is returning to Melbourne with record-breaking ticket sales.



Events Management International founder and chief executive officer Jason Humphris.

Australia's largest feline festival is returning to Melbourne Convention and Exhibition Centre (MCEC) in June, treating cat owners and enthusiasts to an array of attractions, exhibits and activities.

The two-day **Cat Lovers Show** will run 4-5 June, offering visitors the chance to meet and interact with more than 300 cats across 30 different breeds and get the best expert tips on feline behaviour, nutrition, enrichment and breed selection.

With the number of pet ownership recently surging thanks to the pandemic, **Event Management International (EMI)** founder and chief executive officer Jason Humphris said the timing was ideal to provide new 'cat parents' with trusted advice and pre-sale tickets have sold out in record time.

"Since 2019, the 'pet-demic' has boomed, with around 30.4 million pets now living with us, with 69 percent of Australian households owning a pet, up from 61 percent just two years ago," Humphris said.

Humphris also runs the incredibly popular Dog Lovers Show, which is also returning to both Melbourne and Sydney this year. After a long hiatus, both shows are now poised to bounce back better than Humphris could have expected, thanks to the unprecedented rise in pet ownership.

# EDITORIAL HIGHLIGHTS

Postcards (7 x syndications)

Date: 22 May 2022

Medium: TV

Reach: 208,000

# POSTCARDS





# EDITORIAL HIGHLIGHTS

ABC Regional Radio (29 x syndications)

Date: 20 May 2022

Medium: Radio

Total reach: 167,000



An hour of engaging conversations about the interesting and at times quirky happenings in Ballarat and South West Victoria.

## Presented by



### Gavin McGrath

Gavin McGrath presents Mornings for ABC Ballarat and ABC South West Victoria.

# EDITORIAL HIGHLIGHTS

Man of Many

Date: 18 May 2022

Medium: Online

Reach: 3,800,000



EVENTS

## Melbourne Cat Lovers Show is Back, and Just Wait Till You See the Images

# MANOFMANY

Cat lovers, listen up! A purrrrr-fect Cat Lovers Show is set to return to [Melbourne](#) in a few weeks at its brand-new home, Melbourne Convention & Exhibition Centre. Clear out your calendars on Saturday the 4th and Sunday the 5th of June, as Dr Chris Brown headlines [Australia's](#) largest feline-focused festival, uniting cat lovers of all ages.

### The Cat Stats

The festival couldn't have re-emerged at a better time, given the huge rise in cat ownership since the last festival took place three years ago. We all know at least someone who got a 'COVID kitty' don't we... well the stats are here to prove it. In 2021, Australians owned an estimated 4.9 million pet cats with a **staggering 24% obtained during the pandemic**. Today, pet ownership is up 8% since 2019 and companionship remains the top motivation for new cat owners.

This new wave of feline families means that demand for education and inspiration is at an all-time high! Almost three years since the last [event](#) was staged, organisers have been purring to educate, entertain and inspire the cat community in Melbourne, its surrounds and the rest of Australia, if you're willing to jump on a flight for the benefit of your feline friend.

### Melbourne Cat Lovers Show

At the much-anticipated festival, you can expect to see over 300 beautiful kitties representing more than 30 breeds, alongside illuminating educational talks from [celebrity](#) vets including Dr Chris Brown, Dr Katrina Warren and Kelly Gill, and **40 rescue groups ready to provide fur-ever homes** for cats in need. Can you think of a better way to spend your weekend? We think not!

"Anyone with a deep love for cats or seeking a better understanding of these curious and enigmatic creatures can celebrate their shared passion at Australia's largest feline-focused festival, right in the heart of Melbourne," said Show Founder and CEO, Jason Humphris.



# EDITORIAL HIGHLIGHTS

Man of Many  
Date: 18 May 2022  
Medium: Twitter  
Reach: 45,800

# MANOFMANY



**Man of Many** ✓  
@manofmanytastes



Melbourne Cat Lovers Show is Back, and Just Wait Till You See the Images



[manofmany.com](https://manofmany.com)

Melbourne Cat Lovers Show is Back, and Just Wait Till You See the Images  
From Saturday 4th until Sunday 5th June, Dr Chris Brown headlines Australia's largest feline-focused festival in Melbourne.

# EDITORIAL HIGHLIGHTS

What's On Melbourne

Date: 11 May 2022

Medium: eDM

Reach: 100,000



CITY OF MELBOURNE

 CITY OF MELBOURNE

## WHAT'S ON



Cat Lover's Show | [book now](#)



Convention Centre



4 to 5 June

This two-day kitty convention is for feline fanatics only. Pat a rare cat, adopt a furry best friend and get your paws painted in the prosecco bar.

[Book now](#)

CAT  LOVERS  SHOW



# EDITORIAL HIGHLIGHTS

What's On Melbourne

Date: 5 May 2022

Medium: Facebook

Reach: 517,000



CITY OF MELBOURNE



What's On Melbourne ✓

5 May · 🌐



Have a purr-fect day out and meet the cutest cats in town, shop for pet tech accessories, try kitty speed dating and more!



WHATSON.MELBOURNE.VIC.GOV.AU

**The iconic Cat Lovers Show is coming back to Melbourne in June**

The ultimate feline festival and fur-filled weekend of cat-inspired fun.



688

1.1K comments 64 shares

# EDITORIAL HIGHLIGHTS

forte

Date: 5 May 2022

Medium: Online

Reach: 60,000

forte

## The Cat Lovers Show is returning to Melbourne this June with adoptions, talks, stalls and more



WORDS BY SIDONIE BIRD DE LA COEUR

The Cat Lovers Show is back and promises to be a weekend full of feline frenzy, with cat petting stations, talks from celebrity guests and more.

Learn, be inspired and connect with other cat lovers over the many feline-centric attractions that The Cat Lovers Show is putting on.

This two-day festival will give visitors the chance to interact with 300 beautiful cats that represent 30 different breeds. You'll also get a chance to get up close and purr-sonal with some cool cats at the Pat-A-Cat station, a crowd favourite that is returning this year.

### The key takeaways

- The Cat Lovers Show is coming back to Melbourne
- It's the purr-fect place for any feline lover, with talks, stands and more
- The festival will take place over the weekend of June 4 – 5

CAT LOVERS SHOW



# EDITORIAL HIGHLIGHTS

Beat

Date: 28 April 2022

Medium: Online

Reach: 80,250

# beat

## The Cat Lovers Show is returning to Melbourne for a purrrrrrr-fect weekend



WORDS BY SIDONIE BIRD DE LA COEUR

The Cat Lovers Show is back and promises to be a weekend full of feline frenzy, with cat petting stations, talks from celebrity guests and more.

Learn, be inspired and connect with other cat lovers over the many feline-centric attractions that The Cat Lovers Show is putting on. This two day festival will give visitors the chance to interact with 300 beautiful cats that represent 30 different breeds. You'll also get a chance to get up close and purr-sonal with some cool cats at the Pat-A-Cat station, a crowd favourite which is returning this year.

### What you need to know

- The Cat Lovers Show is coming back to Melbourne
- It's the purr-fect place for any feline lover, with talks, stands and more
- The festival will take place over the weekend of June 4 – 5

# EDITORIAL HIGHLIGHTS

Time Out

Date: 19 April 2022

Medium: Online

Reach: 1,470,000

# TimeOut

## Cat Lovers Show

Things to do, Expos and conventions



Recommended



Tide PR

Buy ticket

### Time Out says

Calling all feline fanatics, this fun expo all about cats is fur real

The most paw-sitively meow-nificent thing has happened: after a three-year hiatus, the animal-lovers from [the Dog Lovers Show](#) are bringing back the [Cat Lovers Show](#), set to hit the Melbourne Convention and Exhibition Centre on June 4 and 5.

For cat owners, the cat show will be the purr-fect opportunity to meet fellow crazy cat people, and for aspiring cat owners, the event will be a great chance to live vicariously through those lucky enough to have a furry pal in their lives.

The two-day expo will feature more than 300 beautiful kitties from more than 30 breeds, and punters can meet and greet all of them and learn more about the lifestyle requirements, temperament and characteristics of each cat. There will also be opportunities to chat with renowned animal experts to get essential tips on feline behaviour, nutrition, enrichment and breed selection.



# EDITORIAL HIGHLIGHTS

Secret Melbourne  
Date: 14 April 2022  
Medium: Online  
Reach: 50,000

## Cuddle With Cats And Have A Meow-vellous Time At The Melbourne Cat Lovers Show

Almost three years later, this feline festival is coming back to Melbourne.



 **SECRET  
MELBOURNE**

Whether you've had cat companions all your life, or you're looking to adopt a kitty for the first time, you'll have a purr-fect time at the **Melbourne Cat Lovers Show**. Taking place over two days this winter, this festival will feature plenty of cats, accessories, behaviour and wellness tips, and more. The Melbourne Cat Lovers Show will take place at Melbourne Convention and Exhibition Centre on Saturday June 4 and Sunday June 5.



Source: Supplied

# SUMMARY



# OVERVIEW OF ACTIVITY

## PUBLIC RELATIONS

- Created a comprehensive media list spanning news, pet, lifestyle, home, CALD and family interest
- Drafted one press release and one media alert and refreshed with required changes and updates
- Drafted key messages and ensured thorough briefing for all talent for pre- and on-site media opportunities
- Manually uploaded listings to key Victorian What's On websites
- Created a dedicated media matrix with exclusive opportunities for all key talent, with a focus on exhibitors, rescue groups and breeders as well
- Created and sorted a media asset drive containing select high-res event imagery and video content
- Individually pitched to and followed up mid and short lead media across print, online and broadcast
- Reviewed the extensive exhibitor list to find stories and opportunities
- Facilitated multiple pre-event and on-site photo and broadcast media opportunities including shoots with Herald Sun, Channel 7 (2x), Channel 10, ABC and Channel 9 (2x)
- Managed the accreditation process for media pre-event and on-site
- Worked with event, venue and logistics teams to coordinate media parking and access on-site
- Developed an on-site media schedule detailing all event weekend opportunities
- Secured and managed multiple giveaways
- Created and updated a WIP document to support fortnightly and weekly meetings, including drafting minutes and actions
- Hosted fortnightly WIP meetings
- Provided comprehensive ongoing coverage updates
- Monitored and clipped coverage manually and in conjunction with a media monitoring service
- Created comprehensive end of campaign PR report

# THANK YOU!

**Stacey McArdle**  
Director (tide.pr)

**Tess Fisher**  
Account Director (tide.pr)

**Jasmine Burford**  
Account Manager (tide.pr)

**Zoe Morley**  
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