

News Release



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For Immediate Release

“Famous Feline” to audition on July 5th at Hotel Palomar in Dallas & to appear at “Meet Peanut and the Author” event next door

PLANO, Texas—July 4, 2008—Peanut, Dallas-Fort Worth’s most mischievous celebrity kitty, will audition at the Hotel Palomar on Saturday, July 5, 2008 at 10:00 am. She will be auditioning for the upcoming Meow-Mix “Think like a cat” Game Show with Army veteran and West Point graduate.

Also on Saturday, July 5th, adjacent to the Hotel Palomar, a “Meet Peanut and the Author” book signing event will be held at Brut, A Champagne Boutique. The book signing will be from noon to 4 p.m. and offers a chance to meet Todd Friedman, co-author, purchase a signed book at a discount and receive complimentary temporary tattoos of the famous feline. Peanut will be making a guest appearance at Brut and greeting guests from 12-1 pm.

These events showcase “My Secret Life as Peanut,” a recently published entertaining and educational chapter book ideal for kids ages five to nine. The book shares the true stories and secret shenanigans of Sassy, a coy, mischievous calico cat who leads a double life as Peanut. The book is enjoyed by all ages who wish to share in the fun of a cat’s neighborly adventures.

“Sassy aka Peanut, has communicated through her agent that this is her first TV audition. She’s excited to impress the judges, although she admits being a bit nervous,” said Friedman, co-author of the book. The new book, which launched June 4, is a story every parent, grandparent, teen, child and pet lover will enjoy.

The books’ authors have partnered with the animal charity and no-kill animal shelter, Operation Kindness, and a portion of all book sales is donated. “Operation Kindness is excited about our partnership,” says Sherwin Daryani, executive director of Operation Kindness. “This creative book promotes love of animals and helps raise awareness and funds to support our efforts.”

“My Secret Life as Peanut” is 96 pages with 39 color photos or illustrations. Written from the cat’s perspective, readers gain insight into Sassy’s secret life as Peanut while also learning interesting cat facts and figures. The book is sold online at www.CuriousCalico.com and at www.amazon.com.