



First North American Cat Café Opens for Feline Fans

Last weekend thousands of people stood patiently in line for a chance to sip “cat’achino” cappuccinos and visit with specially selected felines at North America’s first **Cat Café**. New Yorkers were smitten with the country’s only pop-up coffee shop in Manhattan’s East Village where 16 adoptable cats were casually mingling with their feline fans. The Cat Café concept began in Asia and has since gained popularity in Europe, too. Last weekend’s Cat Café was the first such spot on this continent, although other American cities on the West Coast as well as Canadian locations are “cat-sidering” their own cafés.

The coffee shop, designed to promote cat health awareness and to organize adoptions, was sponsored by Purina ONE and the North Shore Animal League, a no-kill animal rescue and adoption organization based in Long Island. Despite lengthy waits stretching from 2-5 hours, the kitty-curious visitors seemed to thoroughly enjoy mixing their coffee break with an opportunity to meet the feline stars, many of which were adopted through this event. The sponsors staged a “Cat Chat” speaker series that featured a cat behaviorist, veterinarian and other cat experts to answer questions.

With no entry fee, a capacity of just 45 guests at one time and a single weekend to savor the experience, the Cat Café easily became a local sensation, with throngs of excited guests queuing up on New York’s Bowery. What could be better than a rousing cup of Joe and the constant purring of fabulous felines? We’re sure this is just the beginning of many Cat Cafés to follow and this is definitely one trend we’d like to see cat-ch on.