

Catster HQ



SUZANNE TUCKER/SHUTTERSTOCK

I'M A HAPPY CAT

If kitty ain't happy, nobody's happy, said Annie, *Catster's* managing editor, when we were talking about this issue's theme: Happy at Home. Keeping our furry family members happy makes us happy, too, so it's a win-win situation. I recently read a hilarious article by *Catster* quizster and *Texts from Mittens* creator Angie Bailey on *Catster.com* called "7 Disapproving Looks I Routinely Get from My Cats." Apparently, her cats show their discontent when she offers what her discerning cats consider subpar treats or boxes that are too small. We all know those looks. So what are some easy tips to keep our cat smiling? We asked the Cat Analyst Rita Reimers to share her happy cat tips in her column, *A New Cattitude*. For you purrfect kitty living spaces fans, we take a look at going big and bold with cat furniture in our seasonal product roundup. (And a few are being given away!) If that wasn't enough, writer Stacy Mantle chatted with a couple of cat design experts to get some tips on going big and bold — making your cat happy with vertical products and spaces.

And what keeps both kitties and kitty lovers happy? No problems with the litter box. We dug deep — just like our litter-digging cats — to explore the whole cat potty experience. Everything from why cats meow 100 times when going to the bathroom, to why the litter box seem to be our cat's own special sanctuary, to the basics on how to clean up cat urine from your carpet. And you got involved, too. We put a callout on our Facebook page asking you to share your cat's unique potty behavior, and you answered in the hundreds, giving us the full scoop on kitty poop.

We hope you love this issue as much as we loved putting it together. As always, we want to hear from you, so please drop us a line!

Melissa
Sr. Editorial Director



Melissa poses with Whiskers and Jennifer Austin of Saving Southern Kitties.

WHAT WE'RE UP TO

We've been very busy. Annie's been fostering more adorable kittens, and her last group got adopted. Yes!

I flew out to Las Vegas to attend the 2015 SuperZoo trade show — along with Vicky Walker, Executive Editor of *Catster.com*, pouncing on the latest cat products and trends. For cats, I saw a lot of new cat food — especially grain-free versions.

And we'll look into that trend next issue with an article on living with our little furry meat eaters. You'll see lots of the exciting new products we spotted in upcoming issues. Vicky and I took it a step further and actually did a cat food taste test — if we won't eat it, our cats won't! Lucky me, I also sat down with cat style expert, founder of *hauspanther.com*, and *Catster* columnist Kate Benjamin to talk about cat furniture do's and don'ts.

I was privileged to visit with key members of Saving Southern Kitties, a small, grass roots 501(c)(3) rescue in South Carolina. I also met Whiskers, whose amazing forever-home story really will make you grab a tissue, plus got a first-hand look at a fabulous outdoor catio created by Purrfect Catio. Look for profiles of both in an upcoming issue.



Vicky Walker and Melissa Kauffman do the cat food taste test at SuperZoo.



Get more perfect cat furniture tips! See the full video interview with Kate Benjamin in the November/December 2015 *Catster* digital edition.



Saving Southern Kitties' David Kempf (also of Purrfect Catio), Julie Vona, Jennifer Austin, Whiskers, and founder Susan Schreck pose in front of Jennifer and David's Purrfect Catio.

i LOVE TO HEAR FROM YOU!

Email us at catstermag@ispublishing.com or write to us at *Catster* magazine, 3 Burroughs, Irvine, CA 92618.