

FACT SHEET



purrfect

buffalo's original cat cafe

OVERVIEW

The Purrfect Café & Gallery works with E.A.R.S, a Salamanca-based shelter to foster and socialize rescued cats. The foster cats live in the café, cage-free, are up to date on their vaccinations and have been spayed/neutered, making them ready for adoption! The café also partners with local artists to promote the Buffalo art scene.



PRODUCTS & SERVICES

In addition to cat adoptions and atrium visits, our café offers a variety of weekly events for the community to enjoy. The proceeds from these events are used to maintain the café and provide for the cat fosters. All of the events occur in the atrium surrounded by the cats. The events include:

- Yoga Classes
- Painting Nights
- Tarot Card Readings
- Holiday-Themed Activities

Products created by local artists are sold in the atrium to the visitors. The cat-themed artwork available for purchase includes:

- Magnets
- Pillows
- Digital Prints
- Stickers
- Paintings
- 3-D Prints
- Tote Bags
- Jewelry
- Keychains

CONTACT INFO

Leadership

- Jessica Brandon - Owner
- Ashley Walker - Cafe Manager

Both can be reached at:

- (716) 322-7358
- purrfectcatlounge@gmail.com

Location

- 1507 Hertel Ave. Buffalo, NY 14216



Media Advisory

For Immediate Release

5/13/22



iAmMoshow to Come to The Purrfect Café & Gallery in June

WHAT: Social media sensation, iAmMoshow, aka The Cat Rapper™, and his feline sidekick, DJ Ravioli, will perform at The Purrfect Café this summer. The Cat Rapper™ will sign autographs, sell merchandise, and host a brief Q&A for those in attendance.

We are looking to promote the event and invite members of the community to attend.

Tickets will be available on The Purrfect Café's website at purrfectbuffalo.com, beginning May 6, and will start at \$30.

WHEN: Friday, June 3 at 7 p.m.

WHERE: Purrfect Cafe & Gallery
1507 Hertel Ave
Buffalo, NY 14216

WHO: iAmMoshow, The Cat Rapper™ & his feline friend, DJ Ravioli; Purrfect Café & Gallery clientele

WHY: iAmMoshow is traveling across the country, visiting cat cafes, and promoting his sock line and latest books! He wants to connect with his fans in a more meaningful way and feels the best way to accomplish this, is to go on tour. The Purrfect Café & Gallery's atrium is a perfect space to host The Cat Rapper™. There will be plenty of room for guests to mingle and meet the special guests.

CONTACT: Emma Cercone
(716) 777-0943
Cerconea01.mail.buffalostate.edu

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MEDIA LIST

Outlet Name	Contact	Title	Phone #/Email
Step Out Buffalo	Emily Morrow	Editor	editorial@stepoutbuffalo.com
The Buffalo News	Mike Connelly	Editor	editor@buffnews.com
WGRZ	Zach Jaffe	Reporter	ZJaffe@tegn.com
Kiss 98.5	Janet Snyder	Radio Host	janetsnyder@kiss985.com
Buffalo Rising	Vilona Trachtenberg	Reporter/Writer	(716) 575-0077
Channel 4	Evan Ansety	Digital Content Producer	Evan.ansety@wivb.com
Channel 7	Aaron Mason	News Director	wkbwnews@scripps.com
Spectrum	Shari Culpepper	Media Contact	shariculpepper@charter.com



IMMEDIATE RELEASE

May 13, 2022

Media Contact:

Emma Cercone

Cerconea01@mail.buffalostate.edu

Purrfect Café & Gallery

Purrfect Café & Gallery Launches Interactive App

Buffalo, N.Y. – On May 8, the Purrfect Café & Gallery will be accessible on-the-go! The app is available to all iOS and Android users and can be found in app stores under *Purrfect Buffalo*.

Jessica Brandon, owner of Purrfect Café & Gallery, partnered with a local software development company called Buffalo App Developers for its creation. Brandon is excited to build the café's digital presence and streamline its ability to connect with customers.

“With the Purrfect Buffalo app, users will be able to schedule visits from their phones, receive event notifications, and interact with other users in the messaging area labeled, *Le Chat*. Additionally, a reward system will be enacted allowing users to accrue points for every visit scheduled through the app. Point-building will present opportunities for free visits, merch discounts, and insight into product/service releases,” said Walker.

The app will also feature an area to view the current available fosters and will be updated daily by the café's Social Media Manager, Ashley Walker. A Contact Us area will be accessible as well where inquiries will be directed to store managers. This will facilitate conversation regarding cat, event, and store-related questions prior to booking a visit.

“We can't wait to see you all on the Purrfect Buffalo app interacting and connecting with fellow cat-lovers!” said Walker.

About Purrfect Café & Gallery

The Purrfect Café & Gallery fosters cats saved by the Empire Animal Rescue Society, a Salamanca-based shelter. The cats live, cage-free, in the atrium connected to the café and are up to date on all vaccinations in addition to being spayed/neutered. View our list of adoptable cats on the Purrfect Buffalo app!

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The Buffalo News	Mike Connelly	Editor	editor@buffnews.com
WGRZ	Zach Jaffe	Reporter	ZJaffe@tegn.com
Kiss 98.5	Janet Snyder	Radio Host	janetsnyder@kiss985.com

Media Pitch

Pitch To: Step Out Buffalo - Emily Morrow; editorial@stepoutbuffalo.com

Reasoning: Step Out Buffalo is a digital media company that promotes local news and events. Theoretically, I pitched the idea of the contest earlier to them, so I'm circling back to have a feature story written about our contest winner. Emily Morrow is the Editor at Step Out Buffalo so I felt she was the right person to reach out to regarding the story idea.

Email Subject Line: Art Contest Winner Selected – Purrfect Café

Message:

Hello, Emily!

The art contest held by The Purrfect Café in June has closed. We would like to formally announce the winner who will receive free visits to the café with a guest for one year.

Please create an article on the blog that announces Matthew Smith as the contest winner. Smith's artwork featured a white and orange cat as a Buffalo Bills player who just received a touchdown in the endzone. Matthew Smith is a 26-year-old Buffalo-native who is an avid Buffalo Bills fan and has several cats of his own.

The piece will be debuted in the atrium this week for patrons of the café to enjoy.

If you would like pictures of the artwork or have any further questions, please contact me with the information I've provided below.

Thank you,

Emma Cercone

Cerconea01@mail.buffalostate.edu

(716) 777-0943