

Subject: New fat-cat desk novelty "grabs back" for charity

Date: 3 July 2017



Today sees the launch of a playful product with a powerful purpose. GRABHIMBYTHEPUSSYCAT joins the fight to "grab back" and raise at least \$1,000,000 for charity.

Retailing at \$21.99, 100% of the profits of this fat-cat figure will go to some of the most threatened causes in the current political climate, including women's rights, climate change, LGBTQ rights, and civil rights.

Standing at 16cm (6.3 inches), GRABHIMBYTHEPUSSYCAT is an adaptation of the popular Japanese fortune cat figurine (maneki-neko), with some new fat cat styling. Instead of the traditional wave, its solar-powered moving arm mimics a grabbing gesture.

The charities that have been selected to receive contributions include but are not limited to:

- **Women's Rights:** Planned Parenthood and RAINN (Rape, Abuse & Incest National Network)
- **Civil Rights:** American Civil Liberties Union (ACLU) and The Committee to Protect Journalists (CPJ)
- **Climate Change:** Natural Resources Defense Council (NRDC), Sierra Club, and Earth Justice
- **LGBTQ Rights:** Human Rights Campaign (HRC), The Trevor Project, and American Friends of Rainbow Railroad

Orders can be made from 4 July 2017 at www.timetograbbback.com

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EDITORS' NOTES

About Time to Grab Back

A small group of entrepreneurs based in Germany and the US who wanted to create a fun product that would engage people and help make a difference. Time to Grab Back is based in Minnesota.

All profits of Time to Grab Back will be distributed amongst various charities and issued on a monthly basis.

The benefiting charities selected to receive donations by Time to Grab Back are not participants, have not endorsed and have not indicated support for the product.

Instagram @grabhimbythe_cat

Twitter @timetograbbback

Facebook /grabhimbythepussycat

For more information and images please contact Emma Draper or Claudia Conway at Draper Conway on +44 (0) 7910 837008 / +44 (0) 7966 567701 or email emma@draperconway.com / claudia@draperconway.com