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YOUR CAT BACKPACK LAUNCHES EXCLUSIVE PRODUCT WITH ANIMAL PLANET STAR JACKSON GALAXY AT GLOBAL PET EXPO

New York. Feb. 25, 2019 – New York based millennial-run company Your Cat Backpack will exhibit at the Global Pet Expo in Orlando Florida March 20th - 22nd 2019, where they will launch an exclusive Jackson Galaxy-branded cat backpack product: "The Fat Cat" Convertible.

Through collaboration with Galaxy, "The Fat Cat" Convertible adds even more features to "The Fat Cat" Original design. The product can now be used as a backpack or a traditional carrier with a detachable shoulder strap, and the removable comfortable mat fits when used either way.

"The Fat Cat" Convertible includes all other "The Fat Cat" Original features, including the most compelling — that it holds the most weight on the market: up to 19.8 lbs of cat.

A favorite for pet parents to post on Instagram, photos and videos of Your Cat Backpack products have gone viral on social media, garnering hundreds of thousands of views.

Cat parents all around the world use "The Fat Cat" for everyday activities like trips to the vet to cross-country biking trips and hikes at national parks, making them a leader in the adventure cat movement.

Your Cat Backpack will feature their other cat backpack styles at Global Pet Expo, including "The Voyager," and "The Explorer." All of these styles include a clip to attach a leash so your cat can "hang out" of the backpack, a removable mat, an adjustable chest strap, and additional features to make the backpack a comfortable ride for both pets and their humans.

"The Fat Cat" Original and other cat backpack styles are available now for purchase on YourCatBackpack.com. Media and buyers attending Global Pet Expo can visit Your Cat Backpack at booth #6451 in the "What's New" section to see Jackson Galaxy's "The Fat Cat" Convertible and can vote for "The Fat Cat" Convertible in the New Product Showcase.

Your Cat Backpack is a pet product business dedicated to nurturing and enhancing the relationship humans have with their cats. Its best-selling cat backpack carrier, "The Fat Cat" holds up to 19.8 lbs of cat, the most weight of any cat backpack on the market. More information can be found at YourCatBackpack.com and on social media (Instagram: [@yourcatbackpack](https://www.instagram.com/yourcatbackpack); Twitter: [@yourcatbackpack](https://twitter.com/yourcatbackpack); Facebook: [/yourcatbackpack](https://www.facebook.com/yourcatbackpack)).

Popularly known as "The Cat Daddy," Jackson Galaxy is the host and executive producer of [Animal Planet's](https://www.animalplanet.com/shows/my-cat-from-hell) long running hit show "[My Cat From Hell](https://www.animalplanet.com/shows/my-cat-from-hell)." Jackson, an animal advocate and cat behavior and wellness consultant, is also a two-time New York Times best-selling author with more than 25 years of experience working with cats and their guardians. He is on a mission to educate people about cats and deepen the human and cat bond, while reducing the number of animals that end up in shelters.

Global Pet Expo, the pet industry's largest annual trade show, is presented by the American Pet Products Association (APPA) and Pet Industry Distributors Association (PIDA). It is the largest pet products trade show in the United States showcasing miles worth of pet products, more than 3,000 product-launches and 150 first-time exhibiting companies.

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