

MUSEUM OF THE MOVING IMAGE

FOR IMMEDIATE RELEASE

CELEBRITY CAT LIL BUB TO MAKE A SPECIAL NEW YORK APPEARANCE AT MUSEUM OF THE MOVING IMAGE

Presented with an ASPCA adoption event and a fundraiser for special needs pets, in conjunction with the exhibition *How Cats Took Over the Internet* (extended through February 21)

Saturday, January 30, 2016

Astoria, Queens, NY, January 19, 2016—Lil BUB, the celebrity cat who captured the Internet's imagination with her big eyes, dangling tongue, and "perma-kitten" features, will make a special New York appearance at Museum of the Moving Image on Saturday, January 30, 2016. In conjunction with the exhibition *How Cats Took Over the Internet*, the Museum will present **"The Story of Lil BUB"** featuring the famous cat and her "dude" Mike Bridavsky who will share their remarkable story. This program takes place at 1:00 p.m. in the Sumner M. Redstone Theater; tickets are \$25.

In addition, a limited number of tickets will be available for a **"Lil BUB Meet and Greet Fundraiser"** (at 4:00 p.m.), with all proceeds going to Lil BUB's Big Fund at the ASPCA. Tickets for the Meet and Greet are \$100 and include the following:

- The chance to meet and pet Lil BUB
- A photo with Lil BUB
- An exclusive, limited edition, signed and personalized BUB art print
- A signed 12" x 12" Lil BUB photo print
- A ticket to "The Story of Lil BUB" (at 1:00 p.m.)
- A generous donation to special needs pets (100% of the proceeds of this event benefit Lil BUB's Big FUND)

For more information about Lil BUB's Big Fund at the ASPCA, which provides grants to animal welfare organizations across the country to help homeless pets with special needs, visit <http://lilbub.com/bigfund>.

Tickets for these events also include access to the popular exhibition *How Cats Took Over the Internet* and other Museum exhibitions. Organized by Curator of Digital Media Jason Eppink, the exhibition presents the history of cats online, examining phenomena like Caturday, lolcats, cat videos, celebrity cats, and more to unearth why images and videos of the feline kind have transfixed a generation of web users. *How Cats Took Over the Internet* has been [extended through February 21, 2016](#). Friskies® is the Presenting Sponsor of the exhibition.

Also on this day, from 1:00 to 5:00 p.m., the ASPCA will hold a **cat adoption event** from their mobile unit parked directly in front of the Museum. Potential new cat owners are able to spend time with a cat and bring it home the same day (with the proper preparation). For more details, visit <https://www.aspca.org/nyc/aspca-adoption-center/mobile-adoption-calendar-locations>.

SCHEDULE AND DESCRIPTIONS

Museum of the Moving Image is located at 36-01 35 Avenue, Astoria, N.Y., 11106. Advance tickets are available online at movingimage.us

Saturday, January 30

1:00 p.m.

The Story of Lil BUB

With Lil BUB and Mike Bridavsky in person

Since her rise to international fame, BUB has been the focus of an award-winning documentary *Lil BUB & Friendz*, hosted a talk show web series with guests like Whoopi Goldberg and Michelle Obama, has published two books, and most recently, released a Billboard-charting album. In her final New York City appearance for the season, Lil BUB and her “dude” Mike Bridavsky recount their story together in an intimate environment, to be followed by a Q&A with Mike and BUB herself.

Tickets: \$25 (\$18.75 for Museum members at the Film Lover, MoMI Kids Premium levels and above).

4:00 p.m.

Lil BUB Meet and Greet Fundraiser

Meet Lil BUB and take a photo with her. Ticket includes admission to The Story of Lil BUB, a limited edition art print, and a signed 12” x 12” photo print of Lil BUB. All of the proceeds from this event will benefit Lil BUB’s Big FUND for special needs pets.

Tickets: \$100

1:00–5:00 p.m.

ASPCA Mobile Adoption Event

In front of the main entrance of the Museum

In conjunction with Lil BUB’s visit and the exhibition *How Cats Took Over the Internet*, the Museum hosts an ASPCA Mobile Adoption Event. After learning about how cats took over the internet, let one take over your home. Spend time with a cat or kitten and go home with your new furry friend the very same day.

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Press contact: Tomoko Kawamoto, tkawamoto@movingimage.us / 718 777 6830
Mike Bridavsky is available for select interviews. Please send requests to Tomoko.

MUSEUM INFORMATION

Museum of the Moving Image (movingimage.us) advances the understanding, enjoyment, and appreciation of the art, history, technique, and technology of film, television, and digital media. In its stunning facilities—acclaimed for both its accessibility and bold design—the Museum presents exhibitions; screenings of significant works; discussion programs featuring actors, directors, craftspeople, and business leaders; and education programs which serve more than 50,000 students each year. The Museum also houses a significant collection of moving-image artifacts.

Hours: Wednesday–Thursday, 10:30 a.m. to 5:00 p.m. Friday, 10:30 to 8:00 p.m. Saturday–Sunday, 11:30 a.m. to 7:00 p.m. **Holiday hours:** The Museum will be open on Monday, January 18, from 10:30 a.m. to 5:00 p.m. (Martin Luther King, Jr. Day).

Museum Admission: \$12.00 for adults; \$9.00 for persons over 65 and for students with ID; \$6.00 for children ages 3–12. Children under 3 and Museum members are admitted free. Admission to the galleries is free on Fridays, 4:00 to 8:00 p.m.

Film Screenings: Friday evenings, Saturdays and Sundays, and as scheduled. Unless otherwise noted, tickets are \$12 adults / \$9 students and seniors / \$6 children 3–12 / free for Museum members at the Film Lover and MoMI Kids Premium levels and above. Advance purchase is available online. Film tickets include same-day admission to the Museum’s galleries.

Location: 36-01 35 Avenue (at 37 Street) in Astoria.

Subway: M (weekdays only) or R to Steinway Street. Q (weekdays only) or N to 36 Avenue.

Program Information: Telephone: 718 777 6888; Website: movingimage.us

Membership: <http://movingimage.us/support/membership> or 718 777 6877

The Museum is housed in a building owned by the City of New York and located on the campus of Kaufman Astoria Studios. Its operations are made possible in part by public funds provided through the New York City Department of Cultural Affairs, the New York City Economic Development Corporation, the New York State Council on the Arts, the National Endowment for the Arts, the National Endowment for the Humanities, the Institute of Museum and Library Services, and the Natural Heritage Trust (administered by the New York State Office of Parks, Recreation, and Historic Preservation). The Museum also receives generous support from numerous corporations, foundations, and individuals. For more information, please visit movingimage.us.