

Snowball
the Cat's

Daily Tail



Mon. Jan. 5, 2009

Online blog for the star of "The Chase,"

one of five finalists in the Doritos Crash the Super Bowl ad contest

www.VoteForTheCat.com

| Views as of 12:01a: | Chase | Power | Delicious | Flavor | Free |
|---------------------|-----------------------|-----------------------|---------------------------|------------------------|----------------------|
| | 53,939 | 48,404 | 39,294 | 39,955 | 35,389 |



This Cat is going to the Super Bowl



Snowball

BURBANK, Calif. -- Did you hear? We're going to the [Super Bowl!](#) Our entry "[The Chase](#)," starring yours truly, in the [Doritos Crash the Super Bowl](#) ad contest was announced today as being one of the [Five Finalists](#) vying for airtime during the [Sun. Feb 1 NBC telecast](#) of [Super Bowl XLIII in Tampa](#). My publicist said he's already written the banner headline for tomorrow's [Daily Variety](#):

STRONG PERF FROM SNOWBALL THE CAT
PROPELS 'CHASE' TO DORITOS SUPER BOWL NOM

If enough of us cats from all over the neighborhood vote for "[The Chase](#)" on [www.CrashTheSuperBowl.com](#) or our way-better, more colorful destination [www.VoteForTheCat.com](#), we could win the competition, resulting in our micro-budgeted "[The Chase](#)" preempting [the football game](#) for its world television premiere! I could be on TV, for real, and not just in the reflection of my producers' [Sony flat screen](#).

And, then, if we end up being the most popular of the remaining, and [outrageously priced, world premieres also screening during the game](#), as judged by the [USA TODAY Ad Meter](#), [Doritos](#) will give us a million bucks! I could buy my own TV.

Gimme half a minute

Granted, we could've bought the timeslot ourselves. But [it would have cost us three million Friskies](#). But this way, we get to mark our territory among the wannabe [Clydesdales](#) in our [Doritos playoff series](#) (like they even have a prayer), before we do the same to [the real horses in the race](#).

If you can't wait to read about it 'til tomorrow, [Google](#) "doritos reveals final five" and witness a [Pulitzer Prize](#)-contending [piece of journalism](#) from the some of the most talented marketing communications professionals prowling these alleys.

I don't know about you, but I'm excited. I'm also tired.



[Braxton Davis](#) and [Melissa Disney](#) (current singing voice of Snow White) play second fiddle to Snowball the Cat in [writer-director Chris Armstrong's](#) 30-sec. spot "[The Chase](#)." (Courtesy of [Doritos](#))

Did you know [Doritos announced us as a finalist](#) at one minute past midnight, and at 12:02 a.m. my phone rang and I figured it had to be blogger [Nikki Finke](#) at [Deadline Hollywood Daily](#), asking me how it feels. Turned out it was my exec producer [Jeff Bartsch](#) and producers [Chris Roberts](#) and [Aaron Matthew Kaiser](#), congratulating me on our honor. I told them I was glad the [Academy](#) at least waits until 5:00 a.m. before they go ringing their nomination bells, and that [Frito-Lay](#) takes the [catnip](#).

I'll take the catnap, instead

I'm going back to bed before my columnist buddy [Andrew Breitbart](#) of [www.breitbart.com](#) and [Drudge Report](#) fame calls to ask why I didn't give him the exclusive on my reaction to [the Doritos story](#) for his brand new [www.BigHollywood.com](#). Andy, you don't launch until tomorrow -- that's why. We can talk about it at [Barney's Beanery](#), in West Hollywood or their new bar 'n' grill where I live, in Burbank, where the place sports over 100 TVs, all tuned to [Animal Planet](#). Maybe it's [ESPN](#); I can't remember. But the leftovers are great!

"[The Chase](#)" in on at [www.VoteForTheCat.com](#).

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