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Subject: **Stuff + Cats = Awesome (plus, win a Stuff on My Cat prize pack!)**
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pop culture

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BUY

It started innocently enough.

One day, Mario Garza casually placed a Pez dispenser on the head of his cat, Love. When he returned to the room fifteen minutes later, it remained there, undisturbed. Inspired, Garza upped the ante. In the succeeding days, he tried quarters, pens, bottle caps and keys. He later graduated to shoes, wallets, cameras, and a cell phone. The game of stacking items on Love became a regular occurrence in his home. He created [stuffonmycat.com](#) as a place to post photos documenting his successes.

The rest is history. The site became an online phenomenon whose popularity no one can really explain. Millions visited the site and thousands submitted pictures of their own cats with various things stacked upon them.

STUFF ON MY CAT: THE BOOK is a collection of 200 of the best photographs from the site. You'll find cats with wigs, Easter eggs, dogs, cheeseburgers, cookware, gummi bears, action figures, tiaras, beer cans, pine cones, a statue of the Buddha, and much more. To get to what is behind the cat-stacking trend, we spoke with the author.

Q: What inspired cat stacking?

A: My cat used to be really hyper and rambunctious. As the years went by, she got lazier and lazier. For some reason, putting random objects on top of a constantly sleeping cat made sense to me. I wanted to make good use of her vegetative state.

Q: How did your site evolve into an Internet phenomenon?

A: I started the site in the late spring of 2005. By the time summer rolled around it was getting over 100,000 hits a day. I posted about the site on a few message boards, where someone from a cable television show saw it. They talked about it on air. From there, word spread like wildfire.

Q: Any advice for the novice cat stacker?

A: Be sure to be on the cat's good side—you don't want to attempt to stack Fluffy when she's angry with you. I recommend "striking" when the cat is asleep. Approach quietly, stack with caution and leave undetected. They'll never even notice!

Q: Do you think Love has any idea she's an Internet

celebrity?

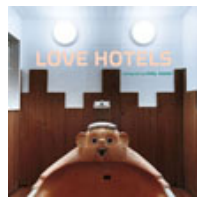
A: Nope, she's clueless. But celebrity or not, Love acts as if she's part of the royal family.

Browse some of our favorite photos from the book in [this excerpt](#). And if you're inspired to try your hand at cat-stacking, visit stuffonmycat.com and submit your own photos. Your cat just might appear in the Stuff on My Cat 2008 calendar.

WIN A STUFF ON MY CAT PACK

Email webmaster@chroniclebooks.com with the subject line STUFF ON MY CAT for an opportunity to win a copy of Stuff on My Cat along with a postcard box that includes 30 images from the book. Good luck!

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