

PISTOL PETE!

@sheltered_cat

56K

INSTAGRAM
FOLLOWERS

As displayed October 4, 2026

BIG LITTLE WINS!



REAL LIFE.
REAL LOVE.

12 years in a shelter. Now, a home of his own.

Pistol Pete spent 12 years in a shelter before finding his first home with Colton Myers in Dallas. @sheltered_cat follows his small wins in real time: building trust, discovering play, and settling into life with Cleo the cat.



PISTOL'S FIRST WEEKS AT HOME

30 DAYS OF BIG LITTLE WINS

All content / September 4 to October 3, 2026

5,902,897

VIEWS

1,222,714

VIEWERS

497,156

INTERACTIONS

+54,647

NET FOLLOWERS

THE FAN CLUB!

The people following Pistol's story.

Audience snapshot: October 4, 2026

90.3%

WOMEN

of the audience

65.3%

UNITED STATES

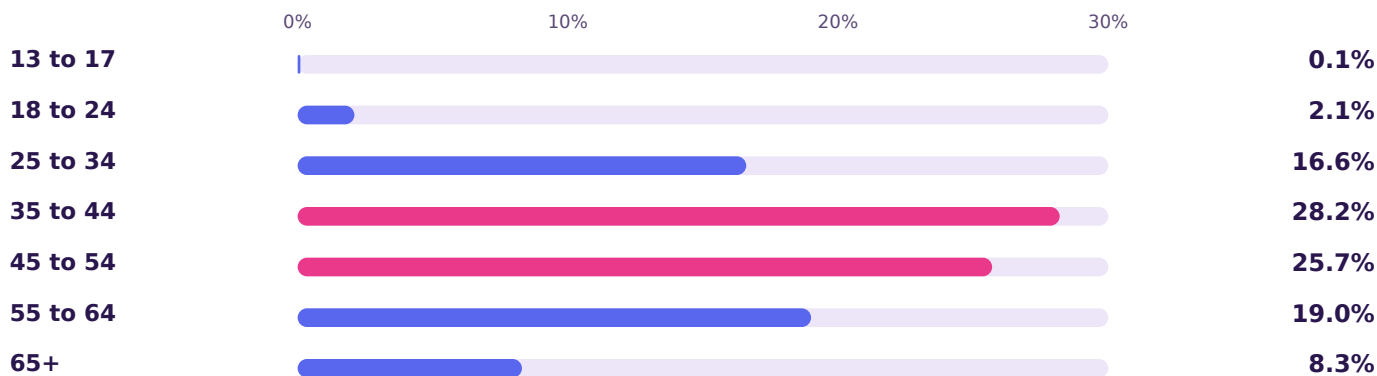
of the audience

53.9%

AGES 35 TO 54

of the audience

THE AGE MIX



Gender split: 90.3% women / 9.7% men

LET'S PLAY!

Toys, treats, cat furniture and everyday care products that fit Pistol's real life at home.

SPONSORED REELS

Your product woven into a daily routine or a meaningful new milestone.

INSTAGRAM STORIES

Product moments, updates and clickable links for your campaign.

PRODUCT CONTENT

Short videos and photos featuring Pistol for your brand's own channels.

ADOPTION CAMPAIGNS

Collaborations celebrating shelter cats and the joy of finding a home.

LET'S MAKE SOMETHING FUN!

Colton Myers / Dallas, Texas

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