



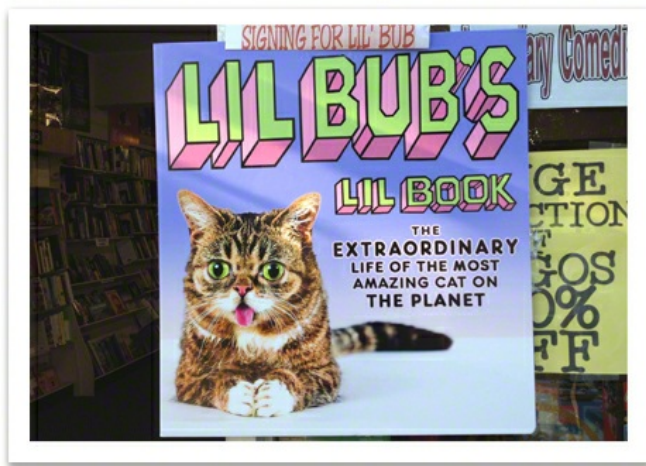
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Lil Bub's Lil Book Review

Wed, 2013-09-04 15:18 — Robin Olson

What is it about a cat that would make you drive over 200 miles just so you could be in her company for a few minutes? Yesterday afternoon, I couldn't begin to answer that question. I'd been going through a wave of very deep depression and felt pretty much hopeless. Mentally, I felt impaired from feeling like a failure. While I was surfing around online, I read that the feline-phenom, Lil Bub ^[1] and her "Dude" Mike Bridavsky were going to be attending a book signing for Bub's first book; *Lil Bub's Lil Book: The Extraordinary Life of the Most Amazing Cat on the Planet*. ^[2] It meant a long drive to New Jersey later that day. I was tired of feeling lousy, so I decided I had to make the trip. Maybe getting away from home would help soothe my tangled nerves?



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As many of you know, Bub was rescued after she was born outside, the runt of the litter, to a feral mama. Bub had many severe physical deformities including dwarfism (she only weighs four pounds), a shortened lower jaw that leaves her tongue hanging out and her teeth never erupted (which ends up being a blessing since those teeth surely would have caused her a lot of mouth pain). Bub wasn't expected to live beyond a few months, but when her daddy, Mike Bridavsky met her, it was "lub" at first sight and perhaps, in that moment that bond gave Bub the will to survive.



©2013 Robin A.F. Olson. Grateful that my tongue doesn't stick out all the time like Bub's does because this is something that maybe should not be seen on the internet. Oops.

Bridavsky was at a low point in his life when he met Bub. Inasmuch as he saved her life, she's now saving his. She's become an internet sensation and media darling, with millions of fans. She stars in an internet talk show called *Lil Bub's Big Show*. ^[3] The episodes are set to air every Tuesday on Vice Media and the first episode has already aired. It features *Whoopi Goldberg*. ^[4] but the star of the show is the script Bridavsky wrote. It's clear he has a talent for giving Bub a voice that is both

endearing and completely charming without being overly saccharine. Bub's interview with Ms. Goldberg will leave you glowing with joy.



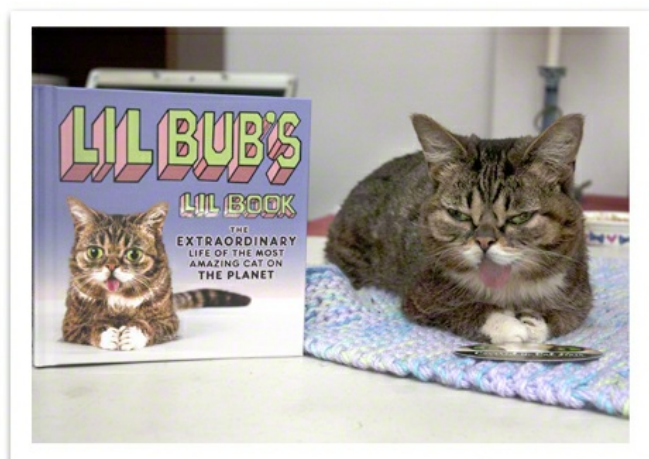
©2013 Robin A.F. Olson. *Bub and "Dude," Mike Bridavsky.*

Bub's been very busy. She has her own movie titled "Lil Bub & Friendz" ^[5]. It's available to view in four parts on Vice. Part one (*all I've seen so far*) is a documentary on Bub's life, but also includes an interesting discussion on just why cats are such a huge part of the internet. Some clips include interviews with the likes of Ben Huh, creator of [I canhascheezburger](#) ^[6], [NYAN Cat](#) ^[7], [Keyboard Cat](#) ^[8], [Grumpy Cat](#) ^[9] and more. It's very well done and I admit, the scenes with Bub really tugged at my heartstrings. **What IS IT ABOUT THIS CAT that's so appealing beyond the realm of normal?**



©2013 Robin A.F. Olson. *Stubby legs with extra white toes, Bub may be the most curiously constructed cat ever.*

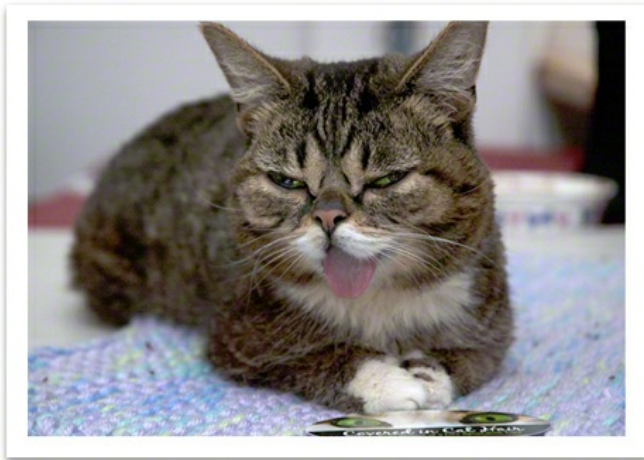
My intentions were to buy Bub's book, get it signed, say hello, go home. On a lark, I worked up the nerve to ask for Press access to Bub, hoping that coveredincathair.com would be enough credentials to get me in the door. The owner of [Book-Ends](#) ^[10], where the signing was held, took my business card and disappeared into a back room. **Thirty seconds later he came out and held up his hand, spreading his fingers apart. "Five minutes. You have five minutes."**



©2013 Robin A.F. Olson. *Buy a Bunch of Bub's Books* ^[11].

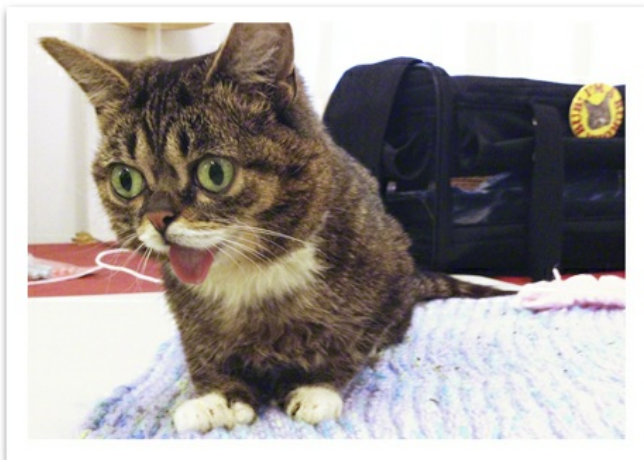
“Right now?!”

I was ushered into a small office behind the front desk with no time to clear my mind, prepare some questions, focus my camera. It wouldn't have mattered how prepared I was because as I turned the corner, my mind went blank. Before me was Bub sitting on a knitted mat on a folding table, with her “Dude,” Mike by her side. It caught me off guard and I felt a lump of emotion rise in my throat. Was I going to burst into tears? Why did I feel like I was meeting a major rock star or the President? It was a CAT! **How many cats have I met in my days? Probably thousands by now. Yet meeting Bub was transformative.**



©2013 Robin A.F. Olson. Thank you for giving my blog your paw of approval, Bub.

I said hello to Mike, not wanting to be completely rude, but later I realized I forgot to say my name! I told him I wrote a blog about cats. I gave him my card and he put it right next to Bub, thinking I could take a photo of her with my card. Oh dear...then I realized that of course everyone would want to hitch their trailer to this rising star. **Mike was dutifully doing what was expected, except that I didn't have any interest in plugging my own work when I was trying to be respectful of his situation. This was his cat, her success. I was just documenting my visit so I moved the card out of the way.**



©2013 Robin A.F. Olson. BUB!!!!!!!!!!!!!!!!!!!!

I thought about this a lot last night while I was struggling to fall asleep. Bub is providing her Dude with a living. I'm sure advertisers are knocking at the door. Fans are lining up around the block. Everyone wants something from both of them, but it's Bridavsky's job to find a balance between leveraging the spotlight on Bub without it causing her harm. I got the sense that if he could be doing anything it would be to get away from all these crowds and be back home with Bub. I didn't get the sense that Bridavsky's ego was involved, nor did I get the sense he's out to make a buck off his curious cat. There's still an honesty there. He has to make a living, everyone does, and he's surrounded himself with a team of friends, not internet marketing geniuses, to create the Bub dynasty. There aren't handlers and crowds of publicists. It's still Mike and Bub sitting very quietly in an office, having a chat with a strange lady with crazy hair who seems to have forgotten how to use her camera and speak the English language.



©2013 Robin A.F. Olson. My anointment into the Bub clan.

I was cautious about approaching Bub and immediately whispered when I addressed her Dude, Mike. He told me it was okay to speak at a normal volume, but that she didn't like the noise level in crowds. I still kept my tone soft and I got down so I could be at eye level with Bub. **I asked if I could touch her and Mike said it was okay. I offered my hand to sniff, which she did, but she didn't react like other cats. I couldn't tell if she was giving me the okay or not so I gave her a gentle pet, then as I do with my own cats, I tipped my head to her so she could sniff me better. As she sniffed me I could hear her raspy breathing. It felt like I was being blessed by a scared creature. I struggled with wanting to pet her, but not bother her, out of respect for her well being. She must be handled so much that I just couldn't treat her like that. I knew there were a lot of people waiting to see her at the signing and I felt my cat-rescuer code calling me to to protect her more than I wanted something for myself.**

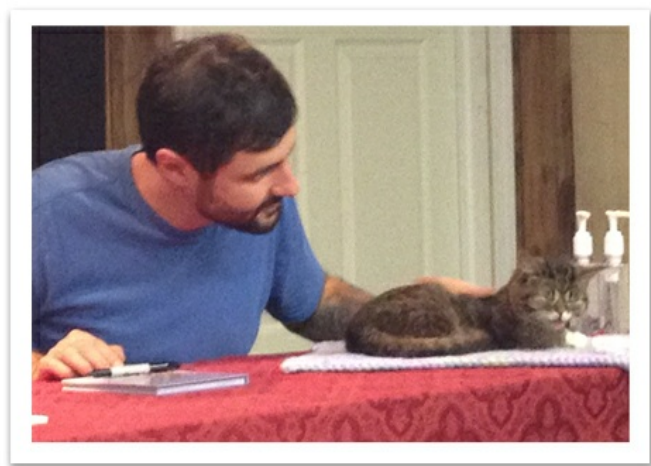


©2013 Robin A.F. Olson. Lub Bub!

I took as many photos as I could, then forgot my camera in the office. I left Mike and Bub feeling completely transformed, but frustrated that I didn't get to ask half the questions I'd wanted to and wishing it could have lasted a few minutes longer. I was energized, vibrating. **Why was I so happy?**

I sat down with my friend, Irene to look at Bub's book. **It's a colorful, whimsical, wondrous piece of art containing hundreds of color photos of Bub with a tapestry of words that weaves a magical tale of Bub's past.** In it she declares that she's actually not from planet Earth, but from another planet far away. Bub crash landed here when she was looking for fishes, but now that she's met "Dude" she's here to stay. Bub is featured in imaginative sets, much like her TV Show and Film, but because this book is something you can hold in your hands and hold dear to your heart, it makes it more precious. **Captured on film are the many faces of Bub. In some of the photos she's featured in hokey sets with mutant-sized props. I loved it. It left me wanting more. I couldn't stop thinking about this tiny creature on the glossy pages, with her owly eyes and tongue hanging out. She doesn't do amazing tricks. In fact, walking around is difficult for her, but lately she has gotten a bit stronger. It almost doesn't matter what sets she's in, because Bub is cuter than cute and becomes more irresistible with each turn of the page.** She shares her book with some friends like [Colonel Meow](#) ⁽¹²⁾, but what stands out are the words. There's a tenderness and affection in the story that Bridavsky penned. I'm sure not only would adults love this book, but every kid, too. **Bub's magical powers effect us all and I could read this book over and over and always reach the end with a smile on my face and a warm puddle in my heart.**

©2013 Robin A.F. Olson. Bub's arrival!



©2013 Robin A.F. Olson. Mike is constantly checking on Bub to make sure she's comfortable-a true doting dad.

It would be easy to take a lot of cute photos of Bub and leave it at that, but this book has soul and is filled with love, which is expressed throughout as well as in some of the images of fan art the book also includes.



©2013 Robin A.F. Olson. I'm sure there are a lot of ladies looking at this cute gu,y who loves his cat, who are writing marriage proposals as we speak.

The title of this book suggests that Bub is the most amazing cat on the planet and even though I think my own cats should give her a run for the money, they can't. **Bub** ^[13] is in a class all by herself. She truly does rank as being quite extraordinary and truly amazing. Being in her presence is a gift I will always cherish.

Bub and her Dude are a talented team, but they don't flaunt it. There's a great sense of generosity that goes hand in hand with their fame. They use their super-powers for good by reminding their fans to adopt from shelters, and more importantly, to not overlook special needs cats. And as someone who runs a cat rescue, ^[14] part of whose mission is to encourage spay/neuter legislation, Bub is there, encouraging everyone to make sure their own cats are taken care of, too.

In Bridavsky's own words, Good job, Bub. Good job.



©2013 Robin A.F. Olson. I lub Bub.

Lil Bub's Lil Book is available TODAY via her web site ^[15] or the following resellers: amazon.com ^[16] barnes&noble ^[17], indie bound ^[18] and more.

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Comments

Wed, 2013-09-04 16:30 — [Lizziemade \(not verified\)](#) ^[28]

Lil Bub meets Robin (or is that the other way round?) ^[29]

Lovely Robin! Lil' Bub does have a certain "something" about her, I've noticed that before. Would like to meet her (not likely - too far away); She reminds me of "Ugly Kitty", Quasi - another little cat with lots of Catitude! Her owner Renee has used Quasi's uniqueness to raise money for cat charities and shelters. It's great that these little cat-folks can make such a valuable contribution to the world - wonderful that their people have seen them as someone special, with a potential for good, rather than "deformed" and just fit for the scrapheap/to be allowed to live a short life in a shelter. I'm so glad Lil' Bub has helped you to feel better. What a wonderful thing, that you were inspired to go on that journey; I really hope it helps you turn the corner and begin to recover. XX

Thu, 2013-09-05 13:41 — [jmuhj \(not verified\)](#)

RE: BUB!!! ^[30]

Yes, cats will do that for you. Lil' Bub, exponentially more so, I imagine. What a little treasure she is, and so glad you got to bask in her healing presence for a few -- a privilege to be sure!

Sat, 2013-09-07 07:50 — [Jens \(not verified\)](#) ^[31]

Bub ^[32]

I know Garfield, but I never knew that real cats could actually become famous. But hey, it's a good thing that some animals (real or tv/book/comic characters) can inspire people more than most people can.

Mon, 2013-09-16 19:29 — [Tracy \(not verified\)](#)

Photos ^[33]

I just had to say that the photo of Bub sniffing you is absolutely adorable! <3

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Robin @ [Google+](#)

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