

## Farewell Grumpy

Thank you for making us laugh. We will remember you with a smile. When we see a meme with your sour face we will grin. Your photos will remain a hit on internet. Through social media you will live on in the hearts of your fans. Goodbye Grumpy Cat. We will miss you.



### 5 Tardar Sauce

Tardar Sauce was born in Arizona in April 2012 to her owner Tabatha. The kitten was born with a form of dwarfism which made her small. She was also born with an under-bite, which meant that her lower jaw stuck out. She also had a flat face, bubble eyes and a short tail. Her mouth turned down, making her look unhappy. Even though she looked different, she was just a normal cat. But all sense of being normal changed in September 2012.

### Birth of a star

On that day, Tabatha's brother, Bryan, posted a picture of Tardar Sauce on the internet. The post said: "Meet grumpy cat". The photo went viral within two days. The cat's owner and brother realised that they could use other social media channels to introduce the world to "Grumpy Cat". Within days, a star was born.

### Rise to stardom

Up to then, Tabatha worked as a waitress. But now, she quit her job because she had a new job managing Grumpy Cat's diary! Her brother, Bryan, became the Grumpy Cat website, Facebook, YouTube and Twitter manager. The Grumpy Cat management team was completed with Ben Lashes as the internet meme manager. He stayed in contact with the fans by posting funny Grumpy Cat memes. If you do that well, he said, you can earn a lot of money. And that is exactly what they did.

### Merchandise

All sorts of Grumpy Cat products were sold, such as T-shirts, mugs, toys, books, and calendars. Online there were video games and apps, such as the Grumpy Cat Weather app. Like any star, she was on television, starred in advertisements and films. In March 2019, Grumpy Cat had over 12 million online followers. Grumpy Cat earned a lot of money. People say as much as \$100 million for her owners.

### 30 A last message

On May 14, at the age of 7, Grumpy Cat, died. Grumpy's family: "Besides being our baby, she helped millions of people smile all around the world. Her spirit will continue to live on through her fans."

Sources: [www.bbc.com](http://www.bbc.com), [www.nos.nl](http://www.nos.nl)

### Words to help you

the meme = a funny image, video, piece of text, etc. that is passed quickly from one internet user to another  
sour = not cheerful and unfriendly