



News Release

For Immediate Release

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CELEBRATE AMERICAN HUMANE'S ADOPT-A-CAT® THIS JUNE: ST. CROIX AWC OFFERS ADOPTIONS DISCOUNTS AND FREE MICROCHIPPING

St Croix, VI—May 30, 2008—St. Croix Animal Welfare Center (AWC) is celebrating the American Humane Association's national Adopt-a-Cat Month this June. Special promotions include 2 for 1 adoption fees, a half-price discount on adopting adult cats and free microchipping (a \$25 value) all month long.

Microchipping is a technology that identifies your pet. Tiny chips are permanently implanted under a cat's skin and therefore never come off or get lost. Chips contain the owners contact data and aid in reuniting lost pets with owners.

Adoption fees include necessary vaccines, deworming, and spay or neuter surgeries prior to adoption. Shelter staff and volunteers work to socialize the animals, give them proper exercise, pet care and, of course, love and attention. Adoption hours are Monday to Friday from noon to 5 p.m. and on Saturdays from noon to 4:30 p.m. at our shelter facility at #32 Clifton Hill.

“When cats are not neutered or spayed, they easily reproduce and in St. Croix's warm climate cats are more active, resulting in more kittens showing up at our doors,” said Dr. Stacia Bowell, V.M.D. St. Croix AWC executive director and staff veterinarian. “We encourage people to visit our shelter and meet all the wonderful cats we have here and to take advantage of our adoption promotion in celebration of Adopt-A-Cat month.”

In an effort to make lives better, this year's Adopt-A-Cat Month is proudly sponsored by 9Lives® cat food, which last year led a nationwide campaign to promote the adoption of 1 million cats from American shelters. It looks like 9Lives® cat food, with the help of shelters every-

where, will soon achieve this goal.

In honor of Adopt-A-Cat month, St. Croix AWC encourages people to enrich their lives by adopting a cat. American Humane provides these insights to consider when adopting:

Age: While kittens are hard to resist, adult cats are often better suited to families with young children. Mature cats respond better to the clumsy handling of inquisitive toddlers.

Number: It can be beneficial to adopt more than one cat or kitten, especially if the pets will be left alone for long periods while you are gone. Not all cats enjoy companionship, but many are very social with members of their own species. Young kittens need to engage in vigorous play for several hours a day—another pet can help get the job done.

Coat: The longer the cat's fur, the more brushing will be needed to prevent painful matting.

Nutrition and health: Good nutrition and yearly vet visits will keep your cat healthy and happy. Keep your cat indoors to prevent him or her from getting into accidents or fights with other cats. Check your cat for fleas, and make sure the litter box is clean and odor-free. Finally, set aside time every day to play with your cat; it is beneficial for you both!

Prepare your home: Both adult cats and kittens love to climb and explore. Be aware of possible hazards. Keep trash cans closed, toilet seat covers down and cabinets latched. Don't let cords or wires dangle, and cover any floor heating and air vents. Some houseplants may be toxic, so check with your vet for information on cat-friendly indoor plants.

Kids and cats: Children should be taught that a kitten or cat is a companion, not a toy. Rough handling can lead to injuries to both the cat and the child.

Dogs and cats: Contrary to the expression, "fighting like cats and dogs," in reality cats and dogs often enjoy each other's company. It is not unusual for them to engage each other in play and snuggle up together for a nap. However, great care must be taken when introducing these two species. Some dogs may be aggressive toward small animals and may not be suitable for sharing their homes with cats. If you have a dog, ask the adoption staff if you can bring him to the shelter to meet the cat in a controlled environment before you adopt. The shelter staff can help assess their interaction. Remember that most cats will be frightened the first time they see a dog and will need time to accept a canine companion. This may take several days or even weeks depending on the cat.

For more information call St. Croix AWC and our adoptions coordinator, Liz Castro at 778-1650.

The American Humane Association was founded in 1877 and is the only national organization dedicated to protecting both children and animals. To learn more about their program and services visit www.americanhumane.org.

Morris' Million Cat Rescue is a campaign led by 9Lives® Cat Food's own Morris® the Cat, who was originally rescued from an animal shelter in Chicago, Illinois in 1968. Cat Food and Morris® the Cat supported by his newly adopted pal Li'L Mo (the first cat in a million) have traveled the country on a mission to find loving homes for 1 million cats.

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Founded in 1973, the St Croix Animal Welfare Center promotes the humane treatment of animals in the St. Croix community through education, encouragement, and enforcement. We work to improve the safety and quality of life on St. Croix by increasing compassion and respect.