March 27, 2009

Dear Media Colleague:

The CATalyst Council is a national initiative comprised of animal health and welfare organizations and corporations to champion the cat in light of troubling statistics released by the AVMA. The CATalyst Council is reaching out to all parties—the pet healthcare community, shelter and welfare organizations, government, commercial groups and the public—to ensure that cats receive the proper care and attention they need and deserve.

The 2007 American Veterinary Medical Association U.S. Pet Ownership & Demographics Sourcebook reported that in addition to the rise in cat population, cat visits to the veterinarian fell some 11 percent between 2001 and 2006. A 2006 survey by the Society of Animal Welfare Administrators (SAWA) also showed that overcrowded animal shelters are seeing more cats given up than their canine cousins.

Enclosed in this media kit is an announcement of the CATalyst 2009 Top 10 Cat-Friendly Cities. This initiative calls attention to how much America’s #1 companion, the cat, is loved and cared for in these cities and set the bar for other cities to follow in the annual rankings. It is our intent to include shelter data in the 2010 rankings.

The CATalyst 2009 Top 10 Cat-Friendly Cities include:

- Tampa
- Phoenix
- San Francisco
- Portland (Ore.)
- Denver
- Boston
- Seattle
- San Diego
- Atlanta
- Minneapolis

The CATalyst Council has additional initiatives planned. To schedule an interview about the campaign with spokesperson Steve Dale or general interviews with me, please contact Germinder & Associates: Lea-Ann Germinder, APR, Fellow PRSA, at lgerminder@germinder.com or 917-334-8682 or Caitlin Brown, at caitlin.brown@germinder.com, or 816-822-0192.

Jane E. Brunt, DVM
Executive Director
CATalyst Council, Inc.