

FOR IMMEDIATE RELEASE

The National Cat Protection Society Adopts Cats to Seniors for \$25

Proven to promote senior health, felines are fixed, examined and vaccinated prior to the low-cost adoption, sponsored by the Purina® Pets for Seniors Program.



Spring Valley, CA, March 1, 2011 – The National Cat Protection Society (NatCat) today started adopting cats to seniors 60 years and older for a minimal fee of \$25. A small price to pay for priceless companionship, the fee covers spaying or neutering,

examination, testing, vaccination and microchipping preceding adoption. The difference remaining from the standard fee is reimbursed by the Purina® Pets for Seniors Program to promote senior adoptions based on countless studies that pets lower blood pressure, reduce stress and enrich life in general.

“Pets are just what the doctor ordered for seniors when it comes to keeping them healthy and happy,” said Purina Pets for Seniors. “In fact, seniors who own pets tend to have better physical health and mental well-being than those who do not¹. In addition, seniors who own pets do not have a need to go to the doctor as often as non-pet owners².”

To choose from many homeless – but very healthy – cats, seniors can simply call or visit NatCat to learn about the available ages, sizes, breeds and personalities. The staff gladly answers questions, supplies information and in person, evaluates the match and provides the Adoption Agreement. Upon adoption, seniors receive a free cat collar, Pet Adoption Certificate, Purina pet food coupon and the opportunity to get Purina emails on pet care tips and information.

“NatCat’s mission is to defend and protect the welfare of all cats, which includes pairing our wonderful cats with suitably wonderful homes,” remarked NatCat VP Public Relations Gerri Calore. “By partnering with Purina, we hope to foster health and wellness among our cats and cat-loving seniors alike.”

For additional information, visit NatCat.org and PurinaPetsforSeniors.com.

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About the National Cat Protection Society (NatCat)

NatCat is a nonprofit, no-kill 501(c)(3) cat shelter founded in 1968 by the late career humane officer Mr. C. Richard Calore. NatCat takes in, shelters and adopts out cats and kittens, provides lifetime care for cats, offers low-cost referrals and educates the community on humanely treating all animals.

About the Purina® Pets for Seniors Program

Purina Pets for Seniors partners with animal welfare organizations nationwide to help qualified seniors over the age of 60 adopt pets for healthy companionship. To cover the expenses of these adoptions, Purina reimburses a designated agreed-upon fund amount to participating shelters.

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¹ Journal of the American Geriatrics Society, 1999

² Journal of Personality and Social Psychology, 1990