

Alley Cat Allies
National Feral Cat Day

Sample Press Release

For emailed press releases: Copy and paste the entire press release into the body of your email, adding a short pitch note at the top to introduce the press release.

For faxed press releases: Print on organization letterhead or place organization logo on the press release.

[YOUR ORGANIZATION'S NAME]

For Immediate Release: [DATE]

Contact: [NAME, EMAIL, PHONE]

**[YOUR ORGANIZATION'S NAME] Joins National Feral Cat Day Call to Reform
Animal Shelters**

Animal Shelters are Leading Cause of Death for Nation's Cats; Hundreds of Events Will Raise Awareness about Outdoor Cats on Oct. 16

[CITY, STATE]—[YOUR ORGANIZATION'S NAME] will honor National Feral Cat Day (NFCD) on Oct. 16 to bring attention to the unnecessary killing of cats in animal control pounds and shelters, the leading documented cause of death for cats in the United States.

"Feral cats are the same species as pet cats, but they live outdoors and can't be socialized to people," said [YOUR SPOKESPERSON'S NAME AND TITLE]. "Most animal shelters across the United States kill virtually all feral cat who come through their doors because they can't be adopted. We're honoring National Feral Cat Day by urging shelters and pounds to adopt a new approach to feral cats that saves lives and improves communities."

On Oct. 16, hundreds of groups will come together at events nationwide to raise awareness about feral cats and Trap-Neuter-Return, the humane and effective method of care that improves their lives. Alley Cat Allies, the national advocate for feral and stray cats and the foremost authority on Trap-Neuter-Return, launched National Feral Cat Day in 2001.

Through Trap-Neuter-Return, outdoor cats are humanely trapped and brought to a veterinarian to be evaluated, spayed or neutered and vaccinated. While under anesthesia, the cats are eartipped—a small portion of the left ear is painlessly removed for identification. After they recover from the sterilization surgery, they are returned to their outdoor home.

"We are calling for a revolutionary change in shelter practice and policy," said Becky Robinson, president of Alley Cat Allies. "We already know we have the support of hundreds of thousands of citizens and groups nationwide, including [YOUR ORGANIZATION]. National Feral Cat Day is our collective call-to-action for this movement."

Hundreds of local governments nationwide now have ordinances endorsing Trap-Neuter-Return, which is rapidly becoming the predominant approach to feral cats. But in many communities and shelters, feral cats continue to be killed.

“More cats are killed in our nation’s animal control pounds and shelters than die from any other documented cause,” said Robinson. “This National Feral Cat Day, we’re challenging cat lovers to partner with their local shelters to launch Trap-Neuter-Return efforts and other programs that will save cats’ lives.”

More than 70 percent of all cats who enter pounds and shelters are killed there. That number jumps to virtually 100 percent for feral cats. A national survey conducted for Alley Cat Allies by Harris Interactive found that an overwhelming number—81 percent—of Americans prefer to let outdoor cats live out their lives than have them caught and killed.

For more information about National Feral Cat Day, see www.alleycat.org/NFCD.

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[SHORT “BOILERPLATE” INFORMATION ABOUT YOUR ORGANIZATION. EXAMPLE:
Kool Kitties is a nonprofit organization based in Smithtown, RI, that supports and promotes Trap-Neuter-Return as the best course of action for feral cats. For more information, visit www.koolkitties.com.]