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FOR IMMEDIATE RELEASE:

Voorhees, NJ, June 25, 2012—There are thousands of cats giving birth right now in the South Jersey community. To bring awareness to the urgent need for people to adopt cats and kittens during cat-breeding season—July and August—the Animal Welfare Association (AWA) holds its third annual two-month adoption promotion called “Raining Cats” – a massive call to the community that saves many cats.

“The number of cats we care for triples in the summer months” says AWA’s Executive Director, Maya Richmond. “At times it can feel like a ‘deluge’ of cats and kittens. Each one is so adorable, their big eyes, tiny paws and little meows touch your heart. And we need to find them homes.”

“We are caring for more than 200 cats and kittens every day —ranging in age from one week to nine years old—and expect to surpass 400 by mid-August,” says Shelter Director, Betsy Ransome. She adds that since the beginning of June more than 500 phone calls have come in from people who have found kittens and request help with what to do with them.

From July 1 to August 31, cats and kittens can be adopted at drastically reduced adoption fees (Cats can be adopted for a \$25 donation and kittens for \$50) and are spayed/neutered, vaccinated and micro-chipped.

**“Our goal is to place 300 cats in homes in 60 days,”** Ransome says. “We know the community will respond if they are aware of the urgent need to adopt.”

No one wants healthy, happy kittens to suffer or possibly be euthanized but many area shelters run out of cages and resources to care for the overwhelming numbers of cats and kittens coming in this time of year. The more cats and kittens AWA finds homes for, the more can be transferred in from other overcrowded shelters in the community.

“It really saves TWO lives,” says Richmond, “because that open cat cage is immediately filled with another cat or kitten that might have been left outside.”

Because AWA only has the physical space to shelter approximately 100 cats in its facility, they rely heavily on foster care parents—specialized volunteers who temporarily shelter and provide medications and food to very young kittens or ill cats—allowing AWA to take in the hundreds of cats and kittens being surrendered weekly.

“We need more foster families,” says Ransome. “If folks can’t adopt today, they could consider fostering. Fostering one litter one time means cats and kittens won’t face possible abandonment or relinquishment at another shelter that is too full.”

Adopting 300 cats and kittens in 60 days means over 600 cats will be saved overall. AWA urges the public to spread the word: “ Help: Adopt. Foster. Donate.”

AWA is a no-kill donation-supported shelter located on Centennial Blvd in Voorhees NJ (across from the post office.). Visit [awanj.org](http://awanj.org) to learn more.

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Animal Welfare Association

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The **Animal Welfare Association**, a private, non-profit, 501(c) 3 animal welfare organization, serves the people and animals of southern New Jersey. Through a variety

of programs including adoptions, veterinary services, pet therapy, and humane education, AWA is dedicated to eliminating animal suffering, promoting the importance of the human-animal bond, and improving the role of animals in the well-being of people.