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**FOR IMMEDIATE RELEASE**

**Animal Welfare Association Aims to Save Lives With ‘Raining Cats’ Promotion  
*Its Goal Is to Save 300 Cats Lives During “Kitten Season”***

VOORHEES, NEW JERSEY, *June 24, 2013*—Right now in the South Jersey community, thousands of cats are giving birth and flooding animal shelters and rescue groups with homeless litters. To raise awareness and promote adoptions, the Animal Welfare Association (AWA) runs its fourth annual **“Raining Cats,”** a two-month adoption promotion through July and August.

During “kitten season” which actually spans three seasons, beginning in spring, peaking in summer and ending in fall, feral and unaltered stray cats reproduce prolifically.

“It’s not uncommon for us to have as many as 50 cats brought into our shelter in a single day,” says Tricia Goldstein-Greaney, AWA’s Director of Shelter Services, “The burden often carries over to our staff and vet services as we cope with the overwhelming number of cats.”

As shelters and rescue groups struggle to house as many cats as possible, the risk of illness increases.

“Kittens are adorable and they always touch our hearts,” says Maya Richmond, AWA’s Executive Director, “yet, the chances that an adult cat will find a home typically drop. They are generally overlooked by potential adopters when there are so many cute kittens.”

AWA’s goal is to find homes for 300 cats and kittens through July and August. During AWA’s Raining Cats promotion, cats and kittens can be adopted at drastically reduced fees. From July 1 to August 31, 2013, cat adoption fees are \$25 and kittens are \$50 (which includes spay/neuter, vaccination, and micro-chip).

There are many ways for members of the community to help even if they can’t adopt. AWA suggests any of the following ways:

1. Donate money or supplies (blankets, cat food, and veterinary supplies).
2. Foster a neonatal kitten.
3. Spay or neuter your own cat or feral cats living in your neighborhood. Kittens can get pregnant at only 4 months old.

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The Animal Welfare Association ([www.awanj.org](http://www.awanj.org)), a private, non-profit, 501(c) 3 animal welfare organization, serves the people and animals of southern New Jersey. AWA is South Jersey’s leader in progressive companion animal care. 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. In 2012, more than 16,000 pets were served through AWA programming.

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