



THE CAT FANCIERS' ASSOCIATION™

The World's Largest Registry of Pedigreed Cats

CLUB MEDIA KIT & PUBLICITY GUIDE 2010

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INTRODUCTION



Dear CFA Cat Show Publicity Director:

Want to add excitement and attract new crowds to your next CFA cat show? It's easy! With just a little extra time and lots of help from this guide your club can get meaningful publicity about their show in local newspapers and magazines as well as on radio and TV.

The benefits of media attention can be tremendous for both your club and for the Cat Fanciers' Association. Good publicity about your cat show will help to further the case of showing cats and promote the cat fancy in general.

It is important that the person in charge of your pre-show publicity be somewhat aggressive and imaginative when seeking ways to publicize the show. The Publicity Committee should stress in media releases that, by hosting a cat show in your area, the club is:

1. Exhibiting and promoting responsible pet ownership
2. Working to raise the stature of the pedigreed cat
3. Educating the public about the many different breeds of pedigreed cats
4. Allowing local animal welfare/humane groups to have rescued cats available for adoption at the show
5. Donating some of the show proceeds to an animal welfare group which, in turn, will benefit all cats (explain which groups and why)
6. Contributing to the economy of the local area by attracting a fairly large number of out-of-town exhibitors - who will stay at local hotels, eat at local restaurants, buy gas at local gas stations, shop at local stores, pay state sales taxes, etc.

This Club Media Kit and Publicity Guide offers step-by-step advice on handling a publicity campaign for your club's show and even gives sample fill-in-the-blank press materials to work with.

Please take a few minutes to read through this publicity guide to find out how simple to use it really is. Then refer to it each time you start to plan a new CFA cat show.

The benefits of media attention can be tremendous. Nothing can spread the word about your club's show faster. Good publicity about your CFA cat show will help further the cause of showing cats and promoting the cat fancy everywhere!

Good luck!

PUBLICITY TIMELINE

In order to fully cover all publicity opportunities for the show, the club members will need to put together a timeline for development and distribution of your various public relations materials, i.e. posters, newspaper advertising, publicity releases, television and radio spots, public service announcements, etc. Following is a timeline, which works quite successfully, and includes many optional ideas.

12 months before the show

- ✓ Assign Publicity Committee members and give them a timeline for direction
- ✓ Establish the publicity budget 10 months before the show
- ✓ Hold the first meeting of the Publicity Committee to identify talents and assign duties
- ✓ Identify show theme, if any, that can be tied directly into all publicity
- ✓ Possibly seek a charity that will allow its name to be used in conjunction with the show in exchange for publicity for its organization in all media releases plus a very visible presence in the show hall
- ✓ Contact the local Chamber of Commerce to add the show to its published schedules and calendars of upcoming events in the local area
- ✓ If the club is considering hanging a banner across a city street, contact the local city/town hall to see what is required in the way of permission to do so and the minimum/maximum size specifications. If the street is a state road, permission will be required from the state Department of Transportation
- ✓ Contact local newspapers and web sites that publish quarterly/annual calendars to add the show information
- ✓ Prepare admission tickets to donate to local charity auctions
- ✓ Contact PBS stations to donate admission tickets to their auctions
- ✓ Discuss the possibility of donating tickets to local schools, with the proviso that children using the ticket must be accompanied by a paid adult admission
- ✓ Discuss donating a quantity of free tickets to local senior citizen centers
- ✓ Discuss holding a coloring contest at local schools, with free admission for the winner's immediate family plus a small prize (soft cover cat care book, breed book, etc.) for the actual winner(s)
- ✓ Use the coloring contest submissions as decorations in the show hall, and use that as a "hook" in the pre-show advertising
- ✓ Some states have monthly magazines, i.e. TEXAS MONTHLY, that have calendars of events state or province wide. Be sure to get your show in these magazines at least one year in advance.

9 months before the show

- ✓ Contact local humane organizations to discuss the placing of discount admission coupons in their newsletters
- ✓ Contact merchant organizations with coupon booklets to place discount admission coupons
- ✓ Contact the local public library to reserve space to set up a cat book display and ribbon exhibit close to show time

8 months before the show

- ✓ Draft show announcement, in conjunction with the Show Secretary, and arrange printing
- ✓ Draft national ads for pet magazines
- ✓ Specify individuals to design and produce posters and signs

6 months before the show

- ✓ Distribute show announcements at other shows
- ✓ Design and upload web site for the show
- ✓ Setup Facebook Event page
- ✓ Setup Twitter account

5 months before the show

- ✓ Poster committee should be designing and completing road signs and posters

4 months before the show

- ✓ Purchase show banner ad for CFA web site show schedule – include public show hours and admission prices
- ✓ Prepare press releases - be sure they are different from those of previous years
- ✓ Select slides for television and photos for newspapers and magazines
- ✓ Plan press release, interview, and distribution schedules
- ✓ Prepare list of club members who would be available for interviews and photos
- ✓ Order show materials (end of row, directional, benching numbers, judging ring numbers, etc. from sponsoring source, if available.)

3 months before the show

- ✓ Prepare discount coupon for library exhibit (add list of good cat books and/or interesting cat web sites on the reverse side of the coupon, along with club contact info)
- ✓ Visit show hall and decide on sign placement, and approve wall attachments with hall management
- ✓ Purchase attachment materials (rope for big signs, clear poster tape for walls, etc)
- ✓ Scout out and note possible locations for road signs and posters
- ✓ Post information about show on the CatsCenterstage Discussion Forum Calendar

2 months before the show

- ✓ Begin distributing posters and discount coupons to local businesses i.e. vet clinics, grooming salons, feed stores, pet shops, supermarkets, etc.
- ✓ Send first letter to newspapers along with an informational show package
- ✓ Make contact with newspaper editors and television station personnel
- ✓ Contact local NPR station to schedule "cat care" interview close to the show
- ✓ Set up public library exhibit

1 month before the show

- ✓ Take slides and show hours/prices to local television stations for publicity setup
- ✓ Check on posters at local businesses, to be sure they have been placed, or are still in place and re-stock coupons
- ✓ Place first ad in newspapers with discount coupon in the pet, Weekend and/or the Sunday entertainment sections

- ✓ Contact newspaper and television personnel again, arrange for press meeting
- ✓ Contact Billboard Company if the club has elected to use this type of advertising. It is usually expensive, but can be very effective.

2 weeks before the show

- ✓ Repeat newspaper ads in the Sunday entertainment, Weekend and/or pet sections
- ✓ Place discount coupons on front desk of show hotel
- ✓ Give new ad copy to the newspapers/television with hours/prices

1 week before the show

- ✓ Repeat newspaper ads in the Sunday entertainment, Weekend and pet sections
- ✓ Assign individuals to cleanup of advertising duty after the show
- ✓ Grant Interviews
- ✓ Set up road signs outside of show hall facility (CFA CAT SHOW, Sat-Sun, times)
- ✓ Provide a cell phone number to the media along with the media alert, so they can reach you during the show to firm up an interview or get answers to questions after they have left the show hall

Thursday and Friday before the show

- ✓ Fax detailed show information to local television stations, provide the cell phone number again
- ✓ Place paper road signs with arrows
- ✓ Call TV assignment editor late Friday afternoon to remind them to cover the show. Provide the cell phone number again
- ✓ Secure large CFA Welcome posters, received from Central Office, in places as pre-determined

At the show

- ✓ Follow up with TV assignment editor to determine if they will be covering the show on Saturday. Provide the cell phone number again
- ✓ Be sure that media arriving to cover the show are admitted at no charge
- ✓ Have someone available to escort media through show hall, if requested
- ✓ Have a well-spoken person available and prepared to do interviews, on request

After the Show

- ✓ It is important to take down and clean up all publicity posters, etc.
- ✓ Send thank-you notes or emails to media who covered the show
- ✓ Count and summarize the various coupons redeemed at the gate
- ✓ Prepare publicity report for club

CFA SHOW RULE

14.08 All paid promotional and publicity material, including posters, flyers, newspaper and television ads used to promote a show licensed by CFA must indicate that the show is a CFA show. Use of the CFA logo will meet this requirement in the print and visual media, a statement that says "CFA cat show" will cover the requirement for radio.

POLICIES FOR WORKING WITH MEDIA

There are a few basic rules you should keep in mind when planning your publicity campaign.

- **Plan ahead.** Begin preparation six months or even a year (minimum of 5-6 weeks) before the show. Allow 1-2 weeks to prepare your publicity campaign. This includes developing a media list including deadlines, preparing materials and distribution, and finding out what other events will take place in town on or near your show dates. Make sure your materials are in the media's hands 4 weeks in advance of show time.
- **Know the media in your area.** Read the weekly and daily newspapers and magazines, watch the various television news and talk shows and listen to several radio stations to get a feel for program formats. Look for newspaper sections and TV and radio shows that may be appropriate outlets for your message. This can be very helpful when you begin preparing a media list.
- **Information.** If you have a pamphlet with basic background on your club, send it to the media along with the publicity materials from this guide. You might want to consider sending copies of the CFA pamphlet, "Neuter & Spay - It's the Humane Way", "Your Cat is Safer Indoors" and other general interest pamphlets. All of this information could be enclosed in a CFA presentation/media folder.
- **Use the telephone.** Whenever possible, follow up by telephone. Call the media to see if they received the information and invite them to the show. This provides an opportunity to find out if they plan to use your materials. Media alerts and interview pitches REQUIRE telephone follow-up. Send complimentary tickets.
- **Say "Thank You".** If media uses your information, it's a good idea to send a thank you letter or email. Use this as an opportunity to maintain contact with interested media representatives for future show and CFA activities. Continue to send cat club related items to them year round.

TELLING THE TALE

There are numerous avenues for publicity available to a club, but what the club chooses to use will depend upon the funding available for this purpose. Take advantage of free publicity if you can get it; use minimal publicity, strategically placed, if the budget is small, and the up-scale publicity if the club can afford it. An affordable combination of all three will attract your largest gate. Remember, the club will have to spend some money on publicity in order to get spectators into the show hall.

Each of the vehicles that you can use for gaining publicity is described below. The descriptions include explanations of when to use each vehicle and which individual at the station or newspaper is the appropriate contact for each.

PUBLIC SERVICE ANNOUNCEMENTS

Many radio and television stations set aside air time for announcements about local organizations or activities that would be of interest to the general public. As an activity of a non-profit organization, CFA cat shows qualify for this free air time. To take advantage of this opportunity, submit brief public service announcements using the fill-in-the-blank forms provided to the public affairs directors at your local radio and television stations. Find out the lead time.

COMMUNITY CALENDARS

Newspapers, community magazines and some radio and television stations run listings of special events happening in the area. These are called Community Calendars or Billboards. Use the sample form provided, and send it to "Community Calendar" at all local media. Note: many magazines will need Community Calendar information 2-3 months in advance. The 4-week lead time holds true for all other media.

RADIO AND TV INTERVIEWS

Radio and television talk shows and news programs are an excellent outlet for your message. Many of the shows in your area may be interested in CFA cat shows as a program topic, with you (or someone else involved in the cat show) as a guest. Television interviews will generally last about 1-3 minutes while radio can be 5-10 minutes or more. In this format, you can really bring to life all the exciting activities of a cat show. Make sure you're prepared for the interview and know in advance what you want to say. Be sure to give out basic information on dates, times and location in every interview. Also give a phone number people can call for more information. To set up an interview, send a pitch letter, using the sample provided, to the producers of the shows you're interested in appearing on. Call them a few days later to determine their interest and schedule interview times and dates.

If a club member has the highest scoring cat from a previous year's show, a National winner or a Breed Winner, these are ideal for lead-in stories. Be sure to mention that cats will be available for photographs. The person to be interviewed will need to be very "up" on information regarding CFA, showing and the different breeds. They will also need to be knowledgeable about CFA's position on concerns such as declawing, neuter/spay, local legislation affecting pets and its possible impact on the preservation of pedigreed cats, etc.

Cats to be photographed should be bathed and groomed, eyes and ears should be clean, etc. It's amazing how a photograph will pick up the tiniest details and enhance them greatly! Also, be open to have "getting ready for the show" shots as well, from bath to the final show groom.

NEWS AND PRESS RELEASES

Information sent to newspapers should take the form of a news release. Releases should be sent to the Features Editor at all the daily and weekly newspapers in your area. If you have a good photograph of one of the competing cats, or perhaps one from a past show, send an 8 x 10 black and white print with a caption attached explaining what's in the photo. Alternatively, high resolution digital images are appreciated by the media.

In developing materials for the press, be sure to have several different press releases available. Offer exclusive materials to different editors or writers. Editors and writers don't want to see the same storyline or photo in other publications.

MEDIA ALERTS

About 4-5 days before your show, send media alerts to the news director at radio and television stations and to the photo and city desks at newspapers. These alerts are last minute reminders that the cat show is coming up and are designed to encourage on-site coverage of your event. The day before your show, call everyone to whom you sent an alert to make sure it was received.

- **Find out if they're planning to cover the show** and, if so, what time they plan to arrive.
- **Make sure the people at the gate know to let the media into the show.**
- **Have the gate people alert you when the media arrives.**
- **Be sure to get their names** (business card or use a sign-in sheet) for follow-up.
- During the show, **keep an eye out for reporters with a video camera crew or photographer.**
- **Assist the media who come to the event** by pointing out interesting activities and photo opportunities.
- **Be sure to give them a show catalog**, information on your club, the CFA pamphlet and any other handouts you're using at the show.

PAID ADVERTISING

While most of your efforts will center on getting free publicity for your show, paid advertising should also be considered. Discount coupon ads in newspapers, classified ads, posters (in vet offices, libraries, cleaners, food & liquor stores, and banks) are great publicity vehicles. Radio and TV spots may prove too costly.

SOURCES FOR PUBLICITY

Using the local media often gets the highest return for little investment. Contact a local "breeder friendly" humane organization, rescue group or pet store to sponsor the show. The club can agree to promote their humane organization in exchange for a percentage of the gate or a set amount donation. Any and all arrangements should be verified in writing and signed by both parties. The pet store sponsor could receive booth space at the show as part of their sponsorship.

Using a local non-profit organization as a sponsor of the show and the recipient of a donation could lead to an open door when approaching local merchants and media for additional free publicity.

Make a list of all local merchants and media for publicity purposes. Check online for complete

local media lists at one of these web sites:

1. <http://www.mondotimes.com>
2. <http://www.newspapers.com>
3. [http://dir.yahoo.com/Business and Economy/Business to Business/News and Media/](http://dir.yahoo.com/Business_and_Economy/Business_to_Business/News_and_Media/)

CATERING TO THE MEDIA

Executing Media Efforts

Now that you know the basic vehicles for launching a publicity campaign, the rest is as easy as 1, 2, 3. . .

1. To begin, **develop a complete list** of all the daily and weekly newspapers, community magazines, and radio and television stations in your area. Most can be found in the telephone directory—look in the yellow pages under radio and television stations. Include complete addresses and phone numbers.

Contact each paper and station to get deadlines (lead time) and the specific names of the individuals you plan to mail to: John Smith, Program Director, for example. Make sure to prepare a list of materials (i.e. PSA, news release, media alert, etc.) you are sending to each station so you can follow-up later and ensure the materials were received.

2. **Select the publicity vehicles** you plan to use and turn to the samples included in this guide for help with wording. Retype the materials provided, filling in your local information. Print on your club letterhead.

3. **Mail the publicity materials** to the appropriate people on your list. Follow up by phone to make sure materials were received.

PUBLIC SERVICE ANNOUNCEMENT (PSA)

Public service television stations are one source of free media choices available to a club.

Send public service announcements to the public affairs directors at all TV and radio stations in your area. Since stations have varying times available for these announcements, it is best to provide them with 10, 15 and 30 second spots. Samples are provided below.

Send all three lengths to each station. Retype the announcements, double-spaced and in all capitals, and print on your club's stationery, filling in your local information. Type the number of words in the margin and allow 1 1/2" margins on bottom, right and left side margins.

SAMPLE PSA'S:

FOR MORE INFORMATION

CONTACT:

[name of club]

[name of director]

[phone number]

[email address]

10 Second Announcement

(24 words) ATTENTION ALL CAT LOVERS. THE [NAME OF CLUB'S] CFA CAT SHOW WILL BE HELD ON [DATES] FROM [TIMES] AT [LOCATION]. CALL [PHONE NUMBER] FOR DETAILS.

15 Second Announcement

(42 words) FIND OUT WHO'S TOP CAT AND PICK YOUR OWN FAVORITE FELINE AT THE [NAME OF CLUB'S] CFA CAT SHOW ON [DATES] FROM [TIMES] AT [LOCATION]. MORE THAN [NUMBER] BEAUTIFUL PEDIGREED CATS AND HOUSEHOLD PETS ARE EXPECTED TO COMPETE. CALL [PHONE NUMBER] FOR DETAILS.

30 Second Announcement

(65 words) FIND OUT WHO'S TOP CAT AND PICK YOUR OWN FAVORITE FELINE AT THE [NAME OF CLUB'S] CFA CAT SHOW ON [DATES] FROM [TIMES] AT [LOCATION]. MORE THAN [NUMBER] BEAUTIFUL PEDIGREED CATS AND HOUSEHOLD PETS FROM AROUND THE COUNTRY ARE EXPECTED TO COMPETE. ADMISSION IS [COST] FOR ADULTS AND [COST] FOR CHILDREN AND SENIOR CITIZENS. PEDIGREED KITTENS WILL BE AVAILABLE FOR SALE. CALL [PHONE NUMBER] FOR DETAILS.

COMMUNITY CALENDAR ITEMS

Send a brief item about your show to all local newspapers, community magazines and radio and television stations that have a news segment devoted to special events happening in the area. This segment is probably called the "Community Calendar." Magazines will need this information about 2-3 months in advance of your show. Check with the magazines to find out exact deadlines.

Retype the sample provided below, double-spaced, filling in your local information. Always end your press release with # # #. Print the item on your club stationery.

SAMPLE CALENDAR ITEM

FOR MORE INFORMATION CONTACT:

[name of club]

[name of director]

[phone number]

[email address]

CFA CAT SHOW SCHEDULED FOR [DATES]

[Name of club] is sponsoring a CFA cat show on [days and dates] from [times] at [location].

More than [number] pedigreed cats from around the country are expected to compete. The public is welcome. Admission is [cost of attendance for adults, children and seniors]. For more information contact [name of director] at [phone number].

#

PITCH LETTERS

To arrange interviews on radio and television stations, send a pitch letter, using the sample below, to producers of the various shows you're interested in appearing on.

Print the letter, single-spaced, on your club's stationery, filling in the local information.

Telephone the producers a few days after you've sent the letter to determine their interest in an interview.

SAMPLE

[date]
[name of producer]
Producer
[name of show]
[station]
[street address]
[city, state, zip]

Dear [name]:

Did you know that cats are currently the most popular pets in the United States? More than 93 million felines reside in American households today. Many of those are pedigreed cats of beautiful breeds such as Abyssinians, Maine Coons and Siamese. Approximately [number] of those fancy felines are expected to compete at the [year] annual [name of club] CFA cat show on [dates] at [location].

Cat shows are rapidly increasing in popularity in the U.S. Last year, there were more than 325 CFA shows here, with thousands of top cats competing. And millions of spectators turned out to watch the furry festivities. It's no wonder cat shows attract such crowds—the pageantry of a CFA cat show can be quite dazzling! Picture the rows of elaborately decorated cages filled with beautiful and unusual felines, the excitement of the intense competition, and the fluff and finery when the cats are groomed.

Since one-third of all households own a cat, I believe the subject of cat shows would be of great interest to your audience. I'd be happy to be a guest on your show. As the publicity director of the [name of club], I've been busy planning this year's CFA cat show—and I think it's going to be really special. [Include mention of 1-2 special cats that will be competing.] In fact, [name of cat] could even appear on the show.

I'll call you in a few days to determine your interest.

Sincerely,
[name of publicity director]
Publicity Director

TIPS FOR DEALING WITH THE MEDIA

Approach the local TV and newspapers offering an opportunity to interview a member of the club regarding the exciting hobby of breeding and showing pedigreed cats. If the club member has the highest scoring cat from a previous year's show, a National winner or a Breed Winner, these are ideal for lead-in stories. Be sure to mention that cats will be available for photographs.

The person to be interviewed will need to be very “up” on information regarding CFA’s position on concerns such as declawing, neuter/spay, local legislation affecting pets and its possible impact on the preservation of pedigreed cats, etc.

Use the CFA Media Kit demographics provided at the end of this manual for “talking points.”

Cats to be photographed should be bathed and groomed, eyes and ears should be clean, etc. It's amazing how a photograph will pick up the tiniest details and enhance them greatly! Also, be open to have “getting ready for the show” shots as well, from bath to the final show groom.



Call media contacts at the beginning of the month about the upcoming show. Phone again the week before the show, offering interviews and photo session with club members. Fax an entertaining press release and ad, very simply designed, the week before the show. Follow up with a phone call the day before the show to see if they will be attending.

Build an e-mail list for your contacts, but remember ***do not send e-mails with attachments to editors***. Include the text of your press release in the body of the e-mail.

Offer press passes for reporters and photographers plus a guided tour of the show hall. Explain that judges and local breeders are available for interviews, and that cats will be available for photos or filming, etc.

Know the local media. Read the weekly and daily newspapers and magazines, watch the various television news and talk shows and listen to several radio stations so you know the media in your show area. Call the various media outlets and inquire whom you should contact for possible coverage. Also check the local media's web sites for contact information.

Once the club has built a media contact list (don't overlook local pet newspapers), send the first press release, then follow-up with a telephone call or e-mail to make sure it was received. Two weeks before the show call and firm up the dates and times of pre-publicity coverage,

either with club members and their cats, or even in-studio interviews. Find a club member with a fully coated white Persian or an interesting colored and active shorthair that will photograph well.

Some stations do a “spot” during a weather report on "What's Happening About Town This Weekend". This is all the free publicity a club can handle if you get into this package.

Plan an e-mail media alert for early Friday or coverage of set-up publicity, getting coverage on that very valuable last-minute Friday newscast

PRESS RELEASES

Send a news release, using the sample provided below, to the Features Editor at all daily and weekly newspapers in your area. Retype the sample release, double-spaced, filling in the appropriate local information. Print the release on your own club's stationery.

SAMPLE

FOR MORE INFORMATION CONTACT:

[name of club]
[name of director]
[phone number]
[email address]

Fancy felines from around the country will have the opportunity to earn Top Cat status at the [year] annual CFA cat show sponsored by [name of your club]. The cat show will be held on [days and dates] from [times] at [location].

More than [number] pedigreed cats are expected to compete in this year's show. Many beautiful breeds and household pets are on the list of competitors including [fill in some breeds], as well as some of the more well-known pedigreed cats, from Siamese to Persian.

The CFA cat show will be open to the public and will provide an entertaining day for spectators. In addition to the judging activities, which will take place throughout the show, spectators will have the opportunity to see cats "up close and in the fur" while they're waiting to compete.

Breeders are happy to answer any questions about their cats and many of them will offer kittens for sale. [Include other special features of your show, such as feline agility and junior showmanship; including what awards will be given.] Also, CFA Ambassadors, who will be wearing a button that says "Ask Me", will be available to talk to spectators and show them around the show hall.

Tickets will be available at the gate. The cost of admission is [fill in the ticket costs for adults, children and senior citizens].

[Name of your club] is a member of The Cat Fanciers' Association [CFA]. CFA is a nonprofit organization dedicated to the welfare of cats. CFA was founded in 1906 and is the world's largest pedigreed cat registry with affiliated clubs producing more than 325 shows a year. For more information on the show, call [name of director] at [phone number].

#

MEDIA ALERTS

Four to five days before your show send a media alert to the News Directors at all local radio and television stations and to the photo and City Desks at all newspapers. Retype, single-spaced, using the sample below, and fill in local information. Print it on your club stationery. The day before your show, telephone everyone on your mailing list to make sure they received the alert and to find out if they plan to cover the show.

SAMPLE

PHOTO/FILM OPPORTUNITY

WHAT: The [year] annual [name of your club] cat show, featuring more than [number] of beautiful pedigreed cats and household pets from around the -country. Fancy felines will be groomed, judged and displayed for spectators to see.

WHO: The country's top pedigreed cats, including [list some of the featured cats, giving their name, breed and any special distinctions]. Breeders and judges are available for interviews.

WHEN: [days, dates and times]

WHERE: [location]

**FOR MORE
INFORMATION:** [name of organization, name of director, phone number]

#

DISPLAY ADVERTISING

If the club has the budget and can afford display advertising in a newspaper, it often reaps great rewards. Display advertising can be costly, but effective and is priced by the number of columns across x the number of inches down. The ad on the right was 2 columns across x 4 inches down (this is an 8-inch ad) when printed full size, and such an ad can cost approximately \$400-\$500 depending on the area and circulation of the newspaper. Should the club have non-profit status, be sure and mention this to the sales representative for a possible lower ad rate. Provide as much information about the show as possible and the advertising personnel at the paper will design an ad for you. Remember that the person in charge of publicity will want to proof read the ad copy prior to it being printed.

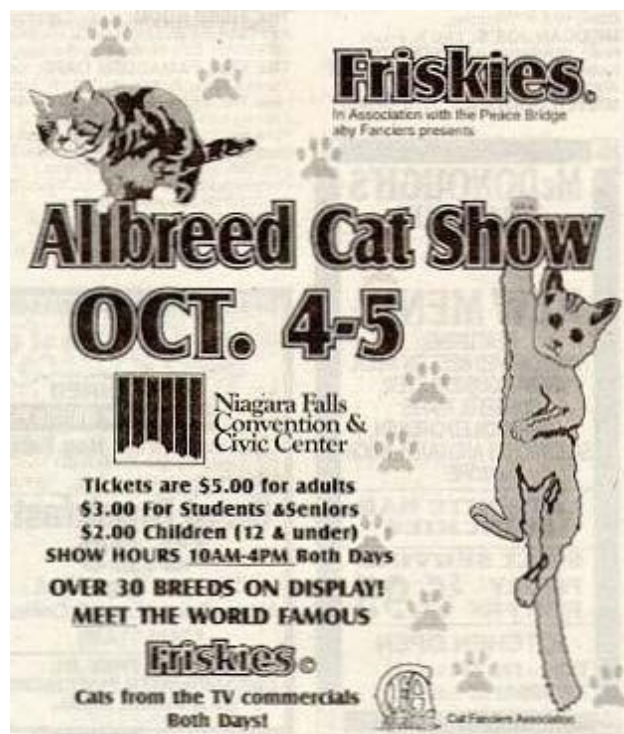
Approach the feed store or pet food store where club members shop regularly. Most advertise weekly in the local newspaper, often including coupons. Offer an exchange – a discount coupon ad included in the newspaper advertisement in exchange for a small advertisement in the show catalog. It may not be worth approaching national chain stores for local print advertising, as their corporate headquarters usually determine their advertising campaigns. Local independent franchises may work best for this idea.

After the show, track the return from each ad, simply by turning it over and sorting according to what is found on the back of each printed coupon.

If the budget won't allow for display advertisements, consider the least expensive classified ads under Pets or Domestic Animals heading. Start the ads off with a simple heading: CAT SHOW, followed by the dates, times and location. Also include a telephone number for additional information.

Note to be sure and actually have information regarding the show available at the number provided, even if it's merely on a recorded answering machine welcome message. The rates for a classified ad are reasonably priced. Here are a few examples of minimal pricing, which will be affected by location and circulation.

- Sunday Inserts (often only \$25-\$50 per insertion)
- Penny Saver Papers (approximately \$20 per insertion)
- Regular Display Ads (\$200+ per insertion)
- Classified Display ad (\$100+ per insertion)



DISCOUNT COUPONS AS ADVERTISEMENT

Discount coupons, when available at local stores, vet clinics, etc., can be a great avenue for free publicity.

Design a discount admission coupon using a simple border and a plain, easy-to-read font style (Helvetica is a good one). Be sure to include on the coupon where and when the show is being held, the time the show is open to the public, whom the proceeds will benefit, admission price, and an information number (be sure someone will be available to answer that phone on the show weekend, or have an answering machine message ready with all information). Also include a statement, "This Coupon can not be combined with any other offer" or "Limit one coupon per person". If the discount applies only to adult admission, this must be specified on the coupon. If the show has a sponsor, it will probably be a requirement that their logo appears on all show publicity, including coupons. Print the coupon in color, or on brightly colored paper.

People like getting a discount on something. The more your discount is, the more like the public is to take the coupon home and put it on the fridge as a reminder.

It's FELINE a Lot Like Christmas!
PHOENIX FELINE FANCIERS - ALL BREED CAT SHOW
coming to
Phoenix Convention Center, West Hall 2
Saturday, December 9th - 10am to 5pm
Sunday, December 10th - 9am to 4pm

* Hundreds of pedigreed cats * 8 judging rings * Meet the breeders
* Learn about the breeds * Feline Agility * Vendors galore!

ADMISSION: Adults \$7.00; Seniors (over 62) \$5.00;
Children (age 2-12) \$3.00; (under 2) Free

DISCOUNT COUPON (FFP2006-01)
\$1.00 OFF Adult or Senior Admission with this coupon
(limit one coupon per person)

Largest Cat Show in Arizona!

Discounts on admission can be anywhere from 50 cents to \$1.00 or \$2.00 off, depending upon the price of your admission. Note that if the coupon is \$2.00 off the admission price the club will find that it attracts more people. For some reason, people seem to think \$2.00 off is a bargain and will be more likely to notice the ad!

Advise the people at the gate not to hassle the spectator at the gate door if only one member of the party has a coupon. It's far better to have five people enter the show with \$2.00 off each admission price, than to have a group become disgruntled or argumentative, or simply walk away. This is not the impression any club wants to leave in spectators!

Some clubs also offer a discount off the admission price with a donation of cat food, which goes to local shelters.

Consider having a “family admission” discounted price but remember to specify the maximum number of people that it will cover. And note either on your coupon or on signage, that the family discount cannot be combined with other discount offers.

Have a printable discount coupon available on the club or show web site, like the ad below. For tracking purposes, be sure to have a code on this coupon that identifies it as having been obtained and printed from the web site. A PDF format may be the best format for an online coupon.

Please print this coupon and bring with you to the show to obtain the discount on ADULT admission. Note: You will need to print one coupon for each adult attending.



If other local shows are being held close to the show date, ask show management if the club can leave a stack of coupons near their admission area. That’s a certain way to draw attention to your show. Be sure to return the courtesy!

With permission, coupons can be placed on the counters in local vet offices, pet stores, pet food stores, etc. Permission may also be obtained to put them on the front reception desk of your show hotel(s).

At the show, have a sign-up sheet for spectators to complete to receive discount coupons for future shows. Ask for e-mail addresses, as providing info by e-mail will cut club expenses. If this same signup sheet is available at all local shows, and shared by all local clubs, they could all benefit from a considerably large spectator mailing or e-mail list.

After the show, do a count of the advertising that you paid for and the return. If you include a special code on your online discount coupon, one code per site, it will be easy to determine where those coupons came from. It’s easy to determine where printed advertisements came from by the newspaper content on the back of the coupon. This is good information for a publicity report.

SHOW POSTERS

Designing an attractive 8-1/2" x 11" show poster is a necessity, whether it is simple or complex, color or black-and-white.

If the club has a member with either experience in graphic design or an "eye" for graphic design, this is the person you want! There are several computer programs that can be used to design a poster, including Word, Word Perfect, MS Publisher, Adobe InDesign, QuarkXPress, etc. Alternatively, there is absolutely nothing wrong with a handwritten poster with well-drawn images of cats, as long as the writing is legible and large enough to be read easily. In the end, all that is needed is a professional looking piece of artwork.

Posters printed in full color on 8-1/2" x 11" glossy paper will really attract attention. While this may add a little to the expense of the posters, it will be worth it for the additional attention they attract.

Ideally, posters should be placed in highly visible spots and distributed widely throughout your city and surrounding suburbs or small towns.

Smaller posters can still attract the attention of passersby if placed in prime locations.

Suggestions for poster placements include:

- Corner variety store windows
- Vet Clinics
- Pet Shop & Feed Store
- Grocery Stores
- Senior Citizens Centers
- Drugstores
- Humane Societies
- Sponsors/Vendors
- Beauty Shops
- Bookstores
- Libraries
- Schools
- Chamber of Commerce
- Lobby of your show hotel



UPSCALE PUBLICITY

If the show budget is large enough, the club may want to consider hiring an advertising/public relations agency to develop the publicity and advertising campaign for the show. They will consider the elements of the campaign, which may include billboards, newspapers, magazine, radio and TV ad buys. The agency will handle the design and placement of the approved advertising campaign. They will also handle getting coverage for the show on TV, radio and in newspapers and magazines.

- **Billboards** – while expensive, billboards are an eye-catching device to get the show noticed. Keep the design simple. The account representative will have their graphic department assist with the design.
 - **Radio spots** - expensive, but worth the price if the show is held in a major metropolitan area. Cost could be as much as \$1,000 for thirty or forty 10-second spots. Morning and evening “rush hour drive time” are the best times for radio advertising. Arrange an on-site-at-the-show broadcast by a locally popular DJ for a few hours on Saturday afternoon as part of your radio buy.
 - **TV commercials** – are expensive both in the production cost and the ad buy itself. Check with the local cable company for commercial rates (Animal Planet, TNT, USA, Oxygen are a few of the networks which reach women 25-55 years of age - normally the targeted cat show market.) for 30- and 15-second spots. Don't run TV spots during the 12 am (midnight) to 6 am time slots.
- Always keep in mind while the show is of utmost importance to the club, it's SOFT news** and the best-planned coverage already committed by the media can be knocked-off with HARD news! So always backup the publicity effort with paid advertising. The amount of paid advertising will not have an effect on how much coverage a club will receive for the media. Each year, the club will have to find a new hook for each show – something different, so you don't hear those famous words “We did the cat show last year.”

Keep it fresh, new and creative.

SPECTATOR HANDOUTS

People like to receive something for free, and spectator handouts are a good way to make an impression on visitors to the show.

The majority of people visiting a cat show have no understanding of the actual process of judging a cat, how ribbons are awarded, what the various ribbon colors mean, etc. There are a number of spectator guides available that can be easily printed and placed on the table at the door.

FREQUENTLY ASKED QUESTIONS:

Can I touch the cats at the show?
No, we're sorry, and we realize that it is very tempting. The cats are being groomed for the judging rings when they are not in their cages. A lot of work has been involved in the bathing and combing of the cats in preparation for the show and exhibitors would prefer that the cats not be touched by spectators. And if you watch the judging, you will notice that the judges wash their hands with a disinfectant after handling each cat to avoid accidentally passing germs from one cat to another. We ask that spectators not touch the cats without the owner's permission. Occasionally, if you are lucky, a breeder may have an "ambassador cat" on display that you are welcome to touch. Ask the breeders if one is available for petting.



Can I take photos of the cats at the show?
Yes, you may take photos at the show. However, please ask permission of the owner of the cat, especially if you will be close to the cat and using a flash with your camera.

Why won't a breeder talk to me?
A cat show is an extremely busy environment. Breeders are often pre-occupied with listening for their cat's number to be called to a judging ring, grooming their cat, or taking the opportunity to speak with other breeders regarding their specific breed. Unless they are otherwise occupied, the majority of breeders will be delighted to speak to you. If a particular breeder is unable to answer your questions immediately, please revisit them at a less-busy time.

Who can I ask questions?
If a judge is not engaged in the handling and evaluating of cats, they will be pleased to answer any questions you might have. Please remember, though, that their first priority is the evaluation of the cats presented to their ring for judging. You can also look for blue and gold "ASK ME" buttons worn by exhibitors. They will be happy to answer your questions.

How do I know when a particular breed is being judged?
If you listen to the announcements, the breed is often called by name to a judging ring. It is difficult to set an exact time for each breed to be judged as the judges will work at varying speeds, but you could ask a show committee member to see a copy of the printed judging schedule.

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712-528-9797 * Email: cfa@cfa.org * Web Site: www.cfa.org
Pamphlet Design: Karen Lawrence * All photos Copyright © Christel P&K

Welcome to this CFA Cat Show!



Spectator Guide

The Cat Fanciers' Association currently recognizes 39 pedigreed breeds for showing in the Championship Class, with one breed in Provisional status - the Ragamuffin. Each breed has a set standard that is updated as the breed progresses. From time to time, each breed council also updates its breed profile, which is a more informal introduction to the breed. You can find a breed profile, for each breed listed below, on the CFA web site at www.cfa.org/breeds.html.

Abyssinian	Devon Rex	Ragamuffin*
American Bobtail	Egyptian Mau	Ragdoll
American Curl	European Burmese	Russian Blue
American Shorthair	Exotic	Scottish Fold
American Wirehair	Havana Brown	Selkirk Rex
Balinese	Japanese Bobtail	Siamese
Birman	Korat	Siberian
Bombay	LaPerm	Singapura
British Shorthair	Maine Coon	Somali
Burmese	Mink	Sphynx
Chartreux	Norwegian Forest Cat	Tokinese
Colepoint Shorthair	Oicat	Turkish Angora
Cornish Rex	Oriental	Turkish Van
	Persian	

SHOW FORMAT

A cat show is composed of a number of separate, concurrently running, individual shows held in the various judging rings throughout a show hall. Each "show" is presided over by a different judge, who presents his or her own awards independent of the decisions of other judges. Hence, a cat that is chosen "Best" by the judge in Ring 1, may not always be given the same award by the judge in Ring 2. Individual rings can be classified as either allbreed or specialty. In an allbreed ring all cats, regardless of coat length or type, compete for various awards. In a specialty ring only those cats of similar coat length, longhair or shorthair, compete for awards. The cards on top of the cages will correspond to the cat's entry number in the show catalog and on its benching cage. In the judging ring, blue cards are used for males, and pink cards for females.



CFA also has available a postcard that contains the URLs of its web sites and a short explanation about each, a For Kids ... About Cats Activity Book and a My Cat Journal brochure, etc. The For Kids ... About Cats (<https://cfa.org/kids>) web site has a number of activities for children that could be printed and made available to spectators with children, e.g. Find the Breed game, crossword puzzles, coloring pages, etc.

Samples of spectator handouts can be found in the Appendix. These can also be downloaded from the CFA web site at <https://cfa.org/cfa-forms>.

MEASURING PERFORMANCE

Evaluating Media Coverage

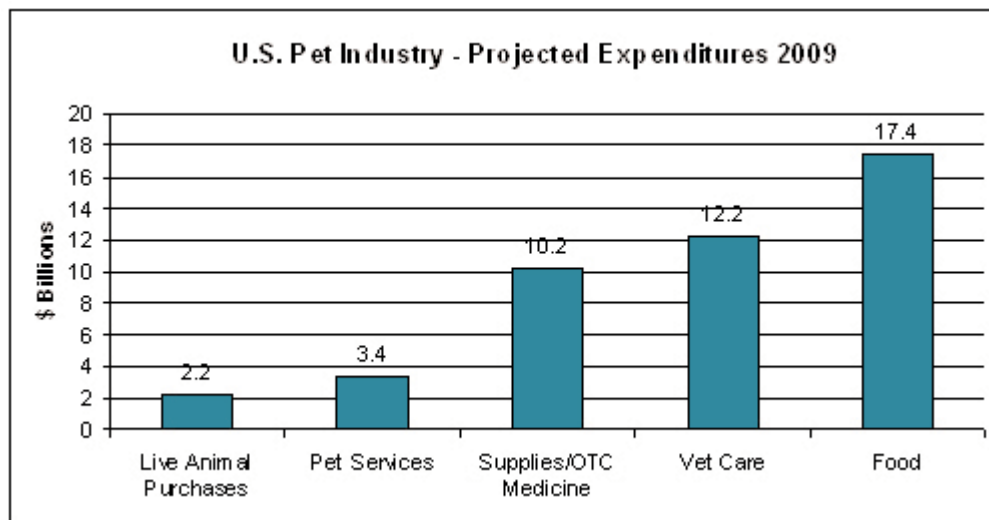
Now that you've learned the techniques for publicizing your CFA cat shows, we hope you'll realize how simple it is and use this guide on a regular basis. To convince yourself that it's worthwhile, we suggest that you track the success of your publicity campaign.

Keep a record of all the placements you receive in the media. Also, note increases in gate traffic. This could very well be the result of your publicity efforts. And, think how much advertising money you saved by securing free editorial placements!

The Demographics of Pet Ownership

According to the 2007 "U.S. Pet Ownership and Demographic Sourcebook" (Sourcebook), published by the American Veterinary Medical Association (AVMA), there are 43million dog owning households compared with 37.5 million cat owning households, BUT there are 81.7 million cats compared to 72 million dogs.

Women, the majority middle-aged, are the primary caregivers (66%) of cats. Interestingly, survey results showed that men were more likely to consider a cat as a new pet than women. 56% of married couples have at least one pet, and 64% of pet-owning households have more than one pet. 23% of people with an annual income range of \$50-\$74,999 own a pet, although people earning less than \$40,000 or more than \$80,000 annually are likely to have positive attitudes about cats.



Spending statistics, gathered by APPA (American Pet Products Association, Inc) show that \$43.2 billion was spent on pets in the U.S. during 2008.

For 2009, it is estimated that \$45.4 billion will be spent.

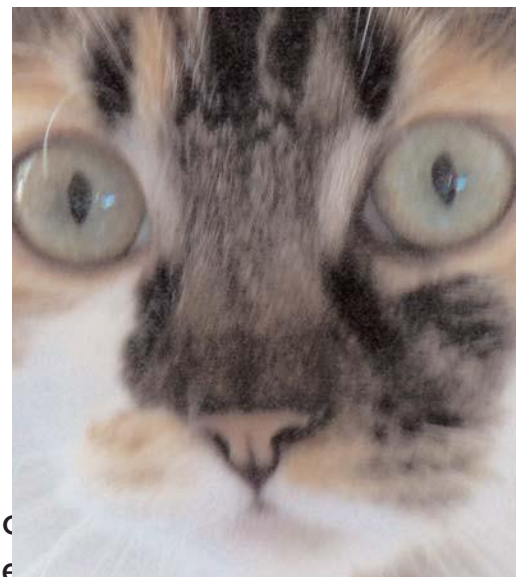
Source: American Pet Products Association, Inc.

The Health Benefits of Pet Ownership

According to the American Pet Products Association, Inc, (americanpetproducts.org/press_industrytrends.asp) the health benefits of pet ownership are enormous.

- Pets Help to Lower Blood Pressure
- Pets Help to Reduce Stress
- Pets Help to Prevent Heart Disease
- Pets Help to Lower Health Care Costs
- Pets Help to Fight Depression

Statistics show
as the



A Look at the CFA Market

The Cat Fanciers' Association, Inc.[®] is the "world's largest registry of pedigreed cats". Currently, CFA[®] registers approximately 45,000 kittens annually. This represents approximately 53% of the kittens eligible for registration. CFA is focused on increasing the number of registered kittens by creating and offering a strong incentive package to breeders and exhibitors.

According to the CFA registration statistics in 2008, the following is the ranking for the top ten most popular breeds:

1. Persian
2. Exotic
3. Maine Coon
4. Siamese
5. Abyssinian
6. Ragdoll
7. Sphynx
8. American Shorthair
9. Birman
10. Oriental

As a non-profit organization, CFA partners with numerous local and nationwide nonprofit organizations such as the Winn Feline Foundation, the CFA Foundation and the CFA Disaster Relief group. CFA clubs, and their affiliates, work nationally and internationally with local shelters and organizations to promote responsible cat ownership, to improve the feral cat problem and to encourage voluntary neuter/spay of cats. CFA is a purchase that has a strong, positive marketing association.



86% of Americans agree that:

"I am likely to switch from one brand to another that is about the same in price and quality, if the other brand is associated with a cause."

Source: 2004 Cone Corporate Citizenship Study

Popular Products for Pet Owners

According to the APPA (American Pet Products Association, Inc), products designed with convenience in mind are very popular with owners. Programmable feeding and drinking systems, automatic and battery- operated toys, self-cleaning litter boxes and self-warming pet mats let pets virtually care for themselves!

Whether it's a quick trip to the supermarket or a long ride to the beach, companion animals are now traveling animals too. Buckled up in a harness, seat belt system or a portable carrier, these pets stay safe and secure while on the road. Food and water along with safety supplies are on hand in all-in-one kits, waste disposal systems make for easy clean-up on quick stops and motion sickness aids are available too. From monogrammed sweaters and personalized food and water bowls to digitized collar tags and hand-made treats, owners embrace their pets as

Statistics show that cats outnumber dogs as the most popular pet in the U.S.

true members of the American family celebrating their fluffy, companions with their very own belongings.

**Statistics show that cats outnumber dogs
as the most popular pet in the U.S.**

CFA programs **ENHANCE** the lives of all cats

CFA Breeder Assistance and Purebred Rescue, Inc.

The CFA Breeder Assistance Program (BAP) helps CFA breeders and catteries in a time of need for a variety of reasons that may be beyond their control. This assistance is provided in confidence, with compassion to the individuals involved, and with the foremost incentive being the care of their cats. The Breed Rescue Program supports the rescue efforts of CFA. With the help of CFA member clubs and breed councils, this program ensures the safety of the recognized breeds, particularly those at risk of euthanasia in community shelters, and aids the rescue community at large to the benefit of all cats. The Food Pantry Program provides cat food to needy breeders, rescue groups and shelters.



The CFA Mentor and Ambassador Programs

The CFA Mentor Program's primary functions include the recruitment of new people into the CFA family, retention of participants, achievement of some degree of competency related to the exhibiting and breeding of pedigreed cats, and the encouragement of personal growth. CFA's Ambassador Program helps exhibitors give a public face to the cat fancy and offers knowledge transfer from those who have knowledge of interest to the public.

CFA Feline Agility Competition

You've all heard about dog agility competitions, and have thoroughly enjoyed watching the dogs whip through the obstacle courses with determination and speed. Can you actually imagine a cat lowering its dignity enough to do that? But, of course! Cats are definitely trainable and most are willing to follow a feather or dangling toy anywhere, especially if it involves weave poles, stairs and tunnels! Feline Agility Competitions have become a favorite at cat shows across the nation.



The CFA Disaster Relief Program

The CFA Disaster Relief Program is designed to help cats and their owners should a natural disaster occur in their area and they are in need of rescue. Disaster planning checklists and tips for keeping cats safe during a disaster are provided. This program was responsible for a matching fund donation allowing individuals and cat clubs to double a donation of Animal Oxygen Masks to their local fire department or search and rescue group.

Winn Feline Foundation

The Winn Feline Foundation was founded by the Cat Fanciers' Association (CFA) in 1968 to create a source of funding for medical research studies to improve the health and welfare of cats. The Foundation was named in honor of CFA's longtime attorney and advisor, Robert H. Winn.

A non-profit organization, Winn awards annual research grants, recognizes extraordinary veterinarians through their "Honor Roll" program, presents an annual Media Appreciation Award, and has a "Memorial Program" for deceased pets.

CFA continues to be actively involved by providing invaluable office, publication and meeting support. To date, Winn has funded over \$3 million in health research for cats. Additional information is available on their web site at www.WinnFelineHealth.org.



The Cat Fanciers' Association Foundation, Inc.

The CFA Foundation was established in 1990 by the Cat Fanciers' Association, Inc. Board of Directors as a forum to educate the general public about the existence and history of the cat.

The CFA Foundation was formed to establish and maintain the following types of materials for the benefit and use of the general public:

1. One or more rooms where books, magazines and periodicals relating to cats will be made available.
2. Places for the display and exhibition of paintings and works of art relating to cats.
3. To engage in any and all other activities as shall from time to time be necessary or appropriate to effect any or all of the foregoing purposes.

The CFA Foundation

The Cat Fanciers' Association Foundation, Inc.

Take A Walk Through History With Us...



CatDNATest

CatDNATest.org, is a cooperative effort by the Cat Fanciers' Association and Texas A&M University Animal Genetics Laboratory. Together, they offer affordable DNA testing services to breeders,

veterinarians, cat lovers, and all who seek feline DNA testing for outstanding, healthier cats.

Clients of CatDNATest.org have the unique opportunity to have their cat DNA tested, using SNP technology, at prices they can easily afford. Tests available include parentage verification, selected inherited diseases, and physical attributes such as color and hair length profiles.

Additional information is available on their web site at www.CatDNATest.org



CFA Pet Healthcare Plan

As the largest pedigreed cat registry in the world, The Cat Fanciers' Association (CFA) knows the needs of cat owners. To assist the millions of cat owners, CFA has arranged the CFA Pet Healthcare Plan with a dedicated pet healthcare provider, PetPartners, Inc.

CFA's Pet Healthcare Plan offers an annual plan that starts at only cents a day and provides essential coverage for accidents, injuries and illness. There are also wellness options to cover shots, check-ups, dental cleaning. You get to choose your own vet - and, you can even cover your dog, too!

Full CFA Pet Healthcare Plan information can be found at <http://www.cfapetinsurance.com/BHIACMS/>



Get Involved!
Support CFA's Outreach Programs

The Internet Presence at CFA.ORG

The CFA web site, CFA.org, is CFA's comprehensive presence on the Internet - and what a presence it is! The site totals over 1,000 pages jam-packed with information about pedigreed cats, breed profiles and standards, breeder referral, award winners, information about cat shows and a world-wide show schedule, plus cat care and feline health articles, along with details of CFA's upcoming events and numerous programs for breeders and cats in general.

CFA.org satellite sites cover the activities of several of CFA's outreach programs:

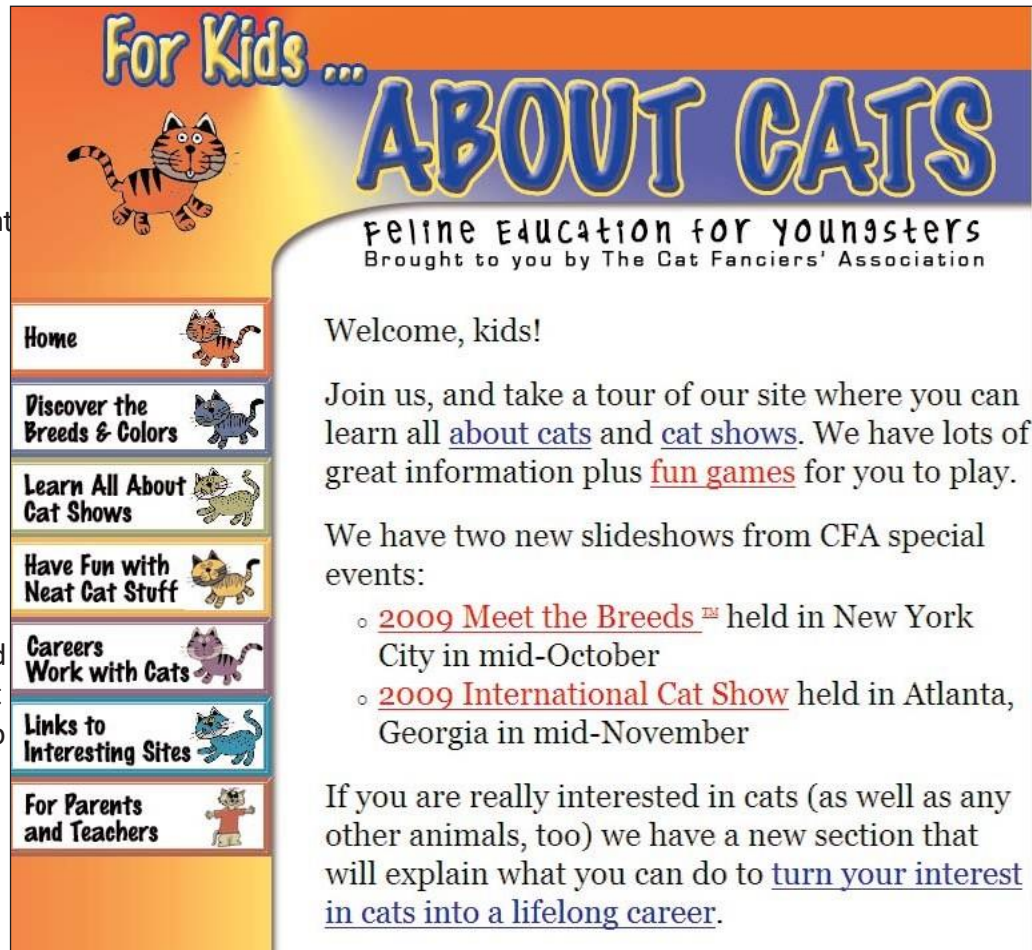
- 1) Feline Agility Competition at CFA.org/agility;
- 2) Our children's education area, For Kids ... About Cats, at CFA.org/kids;
- 3) The CFA New Bee Program at new-exhibitor.cfa.org
- 4) CFA Breeder Assistance and Breed Rescue, Inc. at breedersassist-rescue.cfa.org



CFA believes strongly that the education of children regarding pets, and cats in particular, should start at a young age. Children should learn to value their pet, treat it with respect, take good care of it, and enjoy the benefits and joy that pet ownership will give them in return.

The For Kids ... About Cats (kids.cfa.org) web site is a fun educational tool for children that explains all about pedigreed cats, breed and colors, cat care, and cat shows. The latest section to be added to the site is on careers and how a child can turn their love of cats into a lifelong passion.

The site has a lot of “hands-on” activities for kids, and also includes information for home-schooling parents and teachers who wish to include cats in their lesson plans.



For Kids ... ABOUT CATS
Feline Education for Youngsters
Brought to you by The Cat Fanciers' Association

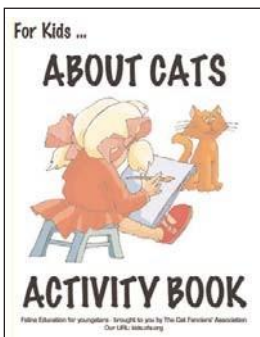
Welcome, kids!

Join us, and take a tour of our site where you can learn all [about cats](#) and [cat shows](#). We have lots of great information plus [fun games](#) for you to play.

We have two new slideshows from CFA special events:

- [2009 Meet the Breeds™](#) held in New York City in mid-October
- [2009 International Cat Show](#) held in Atlanta, Georgia in mid-November

If you are really interested in cats (as well as any other animals, too) we have a new section that will explain what you can do to [turn your interest in cats into a lifelong career](#).



For Kids ... About Cats Activity Book

This is an 18 page booklet for children that includes educational cat care information along with coloring pages, crossword puzzles, word searches and several pages related to information about cat shows. The book is currently online for download by visitors (kids.cfa.org/print/activities-book-complete.pdf).

Our goal is to have the booklet printed and available for distribution at cat shows and at schools for use during their “pet” segment of the curriculum.

My Cat Journal

This pamphlet was developed to help children keep the necessary records of the health and care that their cat receives. Children need to learn early in life that it's important that their pet get the same type of health care that their parents give to them. They also need to learn the importance of record keeping which will benefit them all the way to adulthood. The pamphlet is currently available online at kids.cfa.org/stuff-6.html.





Public Relations Tips – Back to the Grassroots!

Cat clubs of all sizes usually take a portion of their show budget to attract gate for their upcoming shows. Established cat clubs are better able to spend the big dollars on advertising and public relations campaigns, though they probably would love free publicity as much as anyone else in the world of CFA. But it is our small and mid-sized clubs who need to target their dollars more effectively.

drive of their homes. Even national companies, particularly franchises such as McDonalds, exist for consumers primarily as *local* businesses. In other words, local media exposure is 'the' most valuable tool in advertising.

Media Exposure – Going Local

- Tie-in involvement with local charity events, fund-raisers, or local community service events (contacting the city chamber of commerce can connect your show to such outside events, as can building an association with local shelters)

For examples on press releases see: www.cfa.org/press.html.

If your club has already developed a relationship with local reporters, then it will be even easier to get your cat show's press releases the attention they deserve. One way to establish a relationship is to consistently provide stories. In other words, don't just send out a single press release and let it go – create stories about the judges who will be at the show, do another one on the history of CFA, cover specific cats that will be attending and/or stories about cat agility. Once you've got a relationship going with a reporter, editor, newscaster or talk show host, he or she will be more receptive to your press releases.

So how can club members create stories that will build these relationships?

How About a Feature Story?

Since full-color photographs accompany many feature stories, you want to gain the interest of local media. All you have to do is identify a human interest angle that will attract the attention of the average newspaper reader. Especially for small and mid-sized local cat shows, you can tell stories about cats at local shelters that need homes (personalize the stories and

include pictures). Or you can provide photos of pedigreed kittens with personalities that are good with young families or empty nesters.

Another idea: feature a local club member who has winning cats. Club members can provide pictures of their cats to whomever is writing the club's press releases. The member in charge can invite the press to come to club members' homes and photograph them bathing their cats. (I've done that and gotten impressive gate in the past for my clubs!)

Also, most local newspapers have a Home and Garden section. If someone in the cat club has a house with unusual architectural features for their cats, or a particularly spectacular garden that their cats are allowed to enjoy (and the club member is safely zoned to have cats outside in an attractive and safe caging environment), then a full-color feature on that person's cattery can be pitched to the lifestyle editor of the paper.

Imagine a feature article, complete with before and after pictures, of a club member who has had their lives changed for the better, thanks to becoming a member of the cat fancy and breeding pedigreed cats! Not only will people come to the show looking for that local celebrity, but they'll probably want to buy kittens as well. The story could read...“Hot Cats.”

A new kind of life for people who want to share space with loving feline friends has changed their lives forever...

Find the angle – then pitch it.



Next, Call the Radio Station and the Local TV Station

Again, the point is that club members, speakers, judges and vendors are often members of the local community. Sometimes they are very prominent members of the community, whose actions are newsworthy for that reason. But even if the individual is not prominent, that does not mean he or she is not newsworthy. Local broadcast media need to fill airtime just as print media need to fill column inches.

When pitching a story to local broadcast media, you must consider their specific needs. One way to make contact is to assign a pitch person from your club who can fax a press release discussing an expert on CFA and pedigreed cats (that is attending the show). Think morning talk shows on radio. You can also list your cat show months in advance on television and radio community service lists, and in events sections of newspapers and local magazines (all freebies!)

Plus, assign a club member or a judge as a spokesperson for a newspaper feature article with photographs or... for a radio interview or a spot on a local newscast. If you are going for television coverage, you should think about how to give good audio/video vibes.

Think...Internet

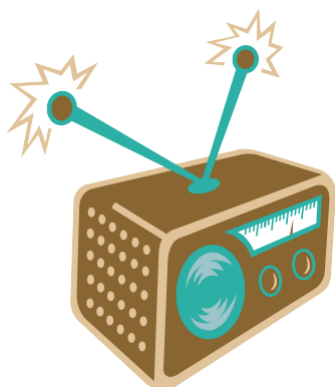
The Internet is one of the most intriguing ways to market an event.

Your public relations will be sizzling if your club has a website. But, even if your club can't afford that just yet, you do have some awesome options:

GIVEAWAYS

FUNDRAISER

GROOMING CLASS



Become a member of forums or discussion boards on the web about two months before your show. (Obvious commercialism is discouraged, but you can locate animal lover forums.) Offer free feline advice. Before long people will be asking what else you know – and possibly what kind of service you provide. And, that's when you can invite them to your club's cat show.

Start blogging. Anyone can create a blog for free, and blog postings get excellent search engine rankings more often than articles at established websites.

Check out the website of a media outlet (local mall, shops or established hotels and motels) where you are already being allowed to offer discount coupons. Ask that media outlet if it would be willing to support your show online. Their website might have contests, special offers, guest books or other features which will help people find out more about your show.

If your club (or region) publishes an electronic newsletter, get permission from club members and/or your regional director and get those newsletters(s) registered at Ezinelisting.com and at Ezine Universe, two of the largest databases for electronic newsletters. It's a fantastic way for people to locate ALL upcoming local events.

Many newspapers and magazines feature hot websites. Ask them to visit your region's website and direct them to your cat show's link. (Offer a printable discount coupon to potential attendees.)

Is There More? There Is Always More...

Hand out pre-printed flyers with pictures of pedigreed cats on the cover (a talented club member can put something eye-catching together). Volunteers can deliver the flyers to local strip malls or to individual shops on main streets of the town.

Attend chamber of commerce meetings. Invite local businesses to advertise in your show catalog for a nominal fee (or for free if they will put your show's dates and times on their website). Also, ask that these local businesses display your discount coupons by their cash registers.

From a human interest perspective, connect your cat show to: kids, pets, older citizens, charity, community service and related hobbies – the list is endless.)

Signage

The general public has their homes or businesses near most showhalls. As your closest potential customers, they should be the first at your door. Yet, most of the time they are unaware your cat show is happening. Why? With everyone's busy schedules, sometimes the average American has less time to look at newspapers, listen to the radio, watch TV or boot up their computers.

To communicate the message of fun, recreation and CFA's pedigreed cats, your club needs a media tool that the best public relations people in the business make use of on billboards, buildings and shopping centers – signage:

- Volunteer club members can design a poster (in PowerPoint, or a simple graphic program, taking free artwork from the web) – and, DO use pictures of club members' cats to attract cat lovers. Never forget those pictures of your cats!!!
- Your club can use paper with a coating rather than paying for lamination.
- Post signage legally in specific locales that attract drive byes and walk byes.
- Club members can wear a poster and hand out discount coupons.

Take advantage of man's earliest and best method of public relations – the poster and/or sign.

It's ... Gratis

A consistent and upbeat Grassroots public relations philosophy, at the local level, is the best way to send a positive and impactful message about pedigreed cats to the minds and hearts of the community where your cat show is being held.

So, whether your show is large, medium or small, a cat club should make every effort possible to grab local citizens' attention and continue to search for clever angles while keeping your focus on that magic word – free. ■



APPENDIX CONTENT

The CFA Logo

(Go to <https://cfa.org/new-cfa-logo>. Logo files may be downloaded on that page by selecting image file type, right click, and selection of “Save Target As”)

CFA Logo - Black/White (JPEG, TIF)

CFA Logo - Color (PNG)

CFA Stacked Logo - Horizontal (PNG)

CFA Stacked Logo - Vertical (PNG)

CFA Logo - Various sizes Black/White (PDF)

Publicity Control Sheet

Control Sheet (PDF)

Control Sheet - Working File (Excel)

Posters

Sample Poster - Houston Cat Club (PDF)

Sample Poster - Peace Bridge Aby Fanciers (PDF)

Press Releases

Sample Press Release - Houston Cat Club (PDF)

Sample Press Release - Peace Bridge Aby Fanciers (PDF)

Discount Coupons

Sample Discount Admission Coupon - Phoenix Feline Fanciers (PDF)

Sample Discount Admission Coupon - Peace Bridge Aby Fanciers (PDF)

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Sample Discount Admission Coupon - National Capital Show (PDF)

Spectator Handouts

Spectator Guide (PDF)

Spectator Guide - Cat Show This Way (PDF)

Sample Spectator Guide - Hawkeye State Cat Club (PDF)

Sample Spectator Guide - No Dogs Allowed (PDF)

For Kids ... About Cats Find the Breed game (PDF)

For Kids ... About Cats Coloring Pages (PDF)

For Kids ... About Cats Publicity (PDF)

For Kids ... About Cats Crossword Puzzles & Answer Sheets (PDF)

For Kids ... About Cats My Cat Journal (PDF)

CFA Publicity Handouts

CFA Web Site URLs Card (PDF)





THE
CAT FANCIERS'
ASSOCIATION"



THE
CAT FANCIERS'
ASSOCIATION™



PUBLICITY CONTROL SHEET

CLUB NAME: _____

SHOW DATE: _____

Media/Distributor Name	Media Type	Date Press Release Sent	Date Show Info Broadcast (TV/Radio)	Date article published	Date Display Ad Sent	Cost of Display/Coupon Ad	Date Display/Coupon Ad Run	Number of coupons returned
SAMPLE SHOW (March 13, 2010)								
TOTALS:						\$325.00		349
The Star	newspaper	1-Mar-10		6-Mar-10	1-Mar-10	\$325.00	6-Mar-10	97
The Advocate	newspaper	1-Mar-10		3-Mar-10	1-Mar-10		3-Mar-10	63
Public TV	TV	2-Feb-10	3-Mar-10					
Free tickets to local schools								17
Coupons distributed to local businesses								172
TOTALS:						\$0.00		0

Start Your Show List Here

52nd Annual Houston Charity Cat Show

January -



Greenspoint Expo Center
i-45 North & Beltway 8

Sponsored By



www.houstoncatclub.com

Saturday 0:00 - 5:00 Sunday 9:00 - 4:00

Admission: Adults \$5 - Sr's. & Children \$S

Peace Bridge Abby Fanciers

ALLBREED CAT SHOW

September 8th - 9th

Western New York
Event Centre

11163 Main Street,
CLARENCE, NY

10 a.m. to 4 p.m.
Saturday & Sunday



**Hundreds of Pedigreed
Cats!**

**6 Judging Rings!
Meet the Breeders!
Learn about the Breeds!
Toy and Food Vendors!**

ADMISSION

Adults: \$5.00

Seniors: \$4.00

Children 5-12: \$2.00

Children under 5: FREE!



Media Contact: Karen Crooke (713-854-1940; gambitsmom@aol.com)
Show Manager: Magali Wehrley (713-688-8334; Dale_Wehrley@hotmail.com)
Club President: Becky Carazzone (713-666-8003; rcarazzone@aol.com)

FOR IMMEDIATE RELEASE

Will YOUR Cat Jump Thru Hoops?! Come Watch Ours!



FACT SHEET

**WHAT: The Houston Cat Club's 55th CFA
CHARITY CAT SHOW**



CELEBRATE OUR 55TH ANNIVERSARY!

WHEN: Saturday and Sunday, January 6-7, 2007
WHERE: George R. Brown Convention Center, Hall A - 1001 Ave de las Americas, Houston, Texas 77010; (713) 853-8000
HOURS: 10 to 5 Saturday; 9 to 4 Sunday
ADMISSION: \$7.00 Adults; \$4 Under 12/Over 65; Free Admission for Under 4
City of Houston Parking Fee: \$7 per car

BENEFICIARIES: HOUSTON AREA Animal Welfare Groups: The Houston SPCA, Citizens for Animal Protection (CAPS), the Homeless Pet Placement League (HPPL), The Houston Humane Society and The Winn Feline Foundation. Over the last 54 shows, HCC has donated \$850,000+ to these and other local charities as well as to the Winn Feline Foundation. **Donations come from spectators' admission fees.**

****FOR THE 2ND YEAR! CFA FELINE AGILITY COMPETITION****



You've all heard about dog agility competitions, and have thoroughly enjoyed watching the dogs whip through the obstacle courses with determination and speed. Amazing how they can climb up and down those high steps and race through those weave pole areas. Now, can you actually imagine a cat lowering its dignity enough to do that?

But, of course! Cats are definitely trainable and most are willing to follow a feather or dangling toy anywhere! It can also be pretty funny to watch, too! Some cats take to the course like a duck to water, and have it down pat when it comes to running through tunnels and jumping through hoops. Others, though, seem to be more curious about the course, and will thoroughly inspect each obstacle before even thinking about tackling it. And then there are those competing cats who think the idea is to put their owners through the course paces, and give the humans a really good work-out while trying to coax them out of a tunnel or over a jump. **Come Watch the Feline Agility Competition at the Houston Charity Cat Show!**

PEDIGREED CAT COMPETITION: As many as 450 pedigreed cats and kittens will compete for awards given by 6 judges from the Cat Fanciers' Association, Inc. Top ten finalists in the pedigreed division, consisting of 39 recognized pedigreed breeds (such as Abyssinians, American Shorthairs, Balinese, Birmans, Burmese, Chartreux, Maine Coon Cats, Cornish and Devon Rex, Persians, Scottish Folds, Siamese, Selkirk Rex, Sphynx Cats [hairless cat], and Tonkinese) will earn points towards titles of Grand Champion, Grand Premier and Regional and National

Awards for the 2006-2007 Show Season. Siberians (native cat of Russia) and American Bobtails are the newest accepted championship breeds. The La Perms (curly coated cats), may also be evaluated by the judges in the Provisional Class.



HOUSEHOLD PET Everybody's favorites, the Household Pets will be judged in 6 rings by CFA Allbreed judges throughout the day. Ribbons and rosettes will be awarded in each ring to the top 10 winners under each judge. Special competitions will be held for Best Costume and Tricks Performed by Cats. HHPs will compete for the Best Decorated Cage following the theme "MEET ME AT THE MOVIES."

OF SPECIAL

NOTE:

Book Signings by award-winning feline authors Amy Shojai, known for her feline health care books, and Carole Nelson Douglas, noted creator of the Midnight Louie Cat Mystery Series on Saturday (1 pm - 5 pm) and Sunday Noon - 3 pm). Both authors will have copies of their books for sale, and of course will sign them for the purchasers. These books include:

By Amy Shojai: **Chicken Soup for the Cat Lover's Soul (2005)**; Chicken Soup for the Dog Lover's Soul (2005); PETiquette: Solving Behavior Problems in your Multipet Household (2005); Complete Care for your Aging Cat; Complete Kitten Care; New Choices in Natural Healing for Dogs & Cats' and The First-Aid Companion for Dogs & Cats.

Carole Nelson Douglas will tout her latest in the Midnight Louie Mystery Series, **CAT IN A HOT PINK PURSUIT (2005)**, as well as earlier books featuring Midnight Louie--a jet-black tomcat with an appetite for mystery and an attitude right out of Damon Runyon--and his red-haired human companion Temple Barr, a publicist in the glittering Las Vegas media scene. Some of these include *Cat Nap & Pussy Foot* (reprint soon available); *Cat in an Orange Twist* (PB, 2005); *Cat on a Blue Monday*; *Cat in a Crimson Haze*; *Cat in a Diamond Dazzle*; *Cat in a Leopard Spot* and *Cat in a Golden Garland*.

ASK THE VET

KIOSK -

The Ask-The-Vet-Kiosk will be manned from 1:00 to 3:00 p.m. Saturday and 12 Noon to 2:00 p.m. Sunday. Spectators have the opportunity to discuss their pet cats' health with highly qualified veterinarians from the Houston Area.

JUNIOR SHOWMANSHIP JUDGED BY CFA ALLBREED JUDGE AND FORMER PRESIDENT OF CFA, DON WILLIAMS from Florida - see this link for more info: <http://kids.cfa.org/js.html>

SHOPPING:

A Kitty Shopping Mall - a variety of toys, treats, beds, climbing posts, premium cat foods, combs, brushes, and even shampoos are available for purchase. The latest in human and kitty attire, as well as jewelry and articles for the home with cat motifs, will be on sale. Just the Place to Purchase Gifts of a Feline Nature...



Everything a Cat Lover Could Want!
For More Info, Call 713-854-1940; or
Visit our web site:
www.houstoncatclub.com



Peace Bridge Aby Fanciers

Further Information:

Karen Lawrence
klawrenc@computan.on.ca
905-934-5726

FOR IMMEDIATE RELEASE

Beth Reilly
breilly@adelphia.net
716-839-5919

CATS IN CLARENCE!

On September 8 and 9, over 100 pedigreed cats can be found in Clarence at the Western New York Event Centre. The Peace Bridge Aby Fanciers, an all breed cat club associated with the Cat Fanciers' Association Inc., will be hosting a pedigreed cat show with 6 judging rings and judges from as far away as Missouri and California.

Entries will range from a big class of Maine Coons, arguably the largest of the domestic cats, to smaller shorthair breeds such as the well known Siamese, wild looking Abyssinian and wavy coated Cornish Rex. Fluffy Persians will be shown in a multitude of colors. The show will feature registered, pedigreed cats shown in three classes - Kitten class for kittens between 4 and 8 months of age, Championship Class for adult cats over 8 months of age and Premiership Class for adult cats that have been neutered or spayed. Each judge will handle all of the entries in the show and will choose their own Top Ten Kittens, Top Ten Championship Cats and Top Ten Premiership Cats.

The breeders will be available to talk to spectators, who can learn about the individual breeds as well as watch grooming techniques. Seating in the judging areas will allow spectators to see each of the entered cats as they are judged in their breed group. Judging will be continuous each day in all six rings, and finals in each judging ring will be held throughout the weekend.

Vendors will be available with a variety of cat paraphernalia to tempt you. There will be cat food and toys, of course, but also a variety cat beds, quilts and tote bags.

The Cat Fanciers' Association (CFA) is the world's largest registering body of pedigreed cats. Forty breeds are recognized for registration and competition. During 2000, CFA registered close to 50,000 pedigreed cats and licensed over 400 cat shows worldwide.

The Peace Bridge Aby Fanciers' All Breed Cat Show will be open to the public from 10 a.m. until 4 p.m. both Saturday and Sunday, Sept 8 & 9, and admission can be paid at the door. Admission is \$5.00/Adults, \$4.00/Seniors and \$2.00 for Children 5 to 12 years of age. Children under 5 will be admitted at no charge.

WHO:

Peace Bridge Aby Fanciers is a group of pedigreed cat breeders living in Western New York and Southern Ontario. The members focus on breeding Abyssinians, one of the oldest of the recognized breeds of cats. Mention of the Abyssinian in print has been found as early as 1872. The club is affiliated with the Cat Fanciers' Association, Inc. (CFA) which is the largest cat registering body in the world. The CFA web site can be found at <http://www.cfainc.org>.

WHAT:

A pedigreed cat show, for breeds ranging from the well known Siamese and Persian, to the Maine Coon, Abyssinian, Cornish Rex and Somali. Over 300 cats are expected to compete at the show.

WHEN:

Saturday, September 8 and Sunday, September 9

Open to spectators: 10am to 4pm each day

WHERE:

Western New York Event Centre

11163 Main Street

Clarence NY

ADMISSION:

Adults \$5.00

Seniors \$4.00

Children (5 to 12): \$2.00

Children under 5: Free

It's FELINE a Lot Like Christmas!

PHOENIX FELINE FANCIERS – ALL BREED CAT SHOW

coming to

Phoenix Convention Center, West Hall 2

Saturday, December 9th – 10am to 5pm

Sunday, December 10th – 9am to 4pm

- * Hundreds of pedigreed cats
- * 8 judging rings
- * Meet the breeders
- * Learn about the breeds
- * Feline Agility
- * Vendors galore!

ADMISSION: Adults \$7.00; Seniors (over 62) \$5.00;
Children (age 2-12) \$3.00; (under 2) Free

DISCOUNT COUPON (PFF2006-03)

\$1.00 OFF Adult or Senior Admission with this coupon
(limit one coupon per person)



Largest Cat Show in Arizona!



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(limit one coupon per person)



Largest Cat Show in Arizona!



PEACE BRIDGE ABY FANCIERS

ALLDREED CAT HOW

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Sunday, October 5
(10 a.m. to 4 p.m. each day)



NIAGARA FALLS
CONVENTION CENTER
30. fourth .trust
Niagara Falls, NY

- Pedigreed cats - 25 different breeds - on display in their elaborately decorated cages
- Six judging rings evaluating all entries and each judge chooses their own Top Cats!
- Oodles of cat paraphernalia - from toys, beds, and grooming products to scratching posts, catnip, and catnip.

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JOIN US!
50 cents off

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PEACE BRIDGE ABY FANCIERS
Niagara Falls Convention Center
305 Fourth Street, Niagara Falls, NY
OCTOBER 4-5, 10 a.m. to 4 p.m. daily

PEACE BRIDGE ABY FANCIERS

ALLDREED CAT SHOW

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Sunday, October 5
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• FRISKIES CATS ON EXHIBITION!

JOIN US!
50 cents off

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PEACE BRIDGE ABY FANCIERS
Niagara Falls Convention Center
305 Fourth Street, Niagara Falls, NY
OCTOBER 4-5, 10 a.m. to 4 p.m. daily

PEACE BRIDGE ABY FANCIERS

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50 cents off

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PEACE BRIDGE ABY FANCIERS
Niagara Falls Convention Center
305 Fourth Street, Niagara Falls, NY
OCTOBER 4-5, 10 a.m. to 4 p.m. daily

ONE DOLLAR OFF ADMISSION

\$1

CAT SHOW

Saturday & Sunday
October 14-15, 2006
10 am - 5 pm Saturday
9 am - 5 pm Sunday
Earl Warren Showgrounds
Santa Barbara, CA
(Los Positas Exit, Highway 101)



CAT SHOW

Saturday & Sunday
October 14-15, 2006
One dollar off one paid
admission with this coupon.
One coupon per person.
Regular Admission: Adults \$8
Children/Teen/Student \$6,
Kids under 6 free

\$1

\$1

ONE DOLLAR OFF ONE PAID ADMISSION TO THE CAT

\$1

National Capital Cat Show

COUPON

**\$1 off 1 Admission to the
National Capital Cat Show
September 9-10, 2006
Dulles Expo Center
Chantilly VA**

Coupon cannot be
combined with other offers.



COUPON

**\$1 off 1 Admission to the
National Capital Cat Show
September 9-10, 2006
Dulles Expo Center
Chantilly VA**

Coupon cannot be
combined with other offers.



FREQUENTLY ASKED QUESTIONS:

Can I touch the cats at the show?

No, we're sorry, and we realize that it is very tempting. The cats are being groomed for the judging rings when they are not in their cages. A lot of work has been involved in the bathing and combing of the cats in preparation for the show and exhibitors would prefer that the cats not be touched by spectators. And if you watch the judging, you will notice that the judges wash their hands with a disinfectant after handling each cat to avoid accidentally passing germs from one cat to another. We ask that spectators not touch the cats without the owner's permission. Occasionally, if you are lucky, a breeder may have an "ambassador cat" on display that you are welcome to touch. Ask the breeders if one is available for petting.



Can I take photos of the cats at the show?

Yes, you may take photos at the show. However, please ask permission of the owner of the cat, especially if you will be close to the cat and using a flash with your camera.

Why won't a breeder talk to me?

A cat show is an extremely busy environment. Breeders are often pre-occupied with listening for their cat's number to be called to a judging ring, grooming their cat, or taking the opportunity to speak with other breeders regarding their specific breed. Unless they are otherwise occupied, the majority of breeders will be delighted to speak to you. If a particular breeder is unable to answer your questions immediately, please revisit them at a less-busy time.

Who can I ask questions?

If a judge is not engaged in the handling and evaluating of cats, they will be pleased to answer any questions you might have. Please remember, though, that their first priority is the evaluation of the cats presented to their ring for judging. You can also look for blue and gold "ASK ME" buttons worn by exhibitors. They will be happy to answer your questions.

How do I know when a particular breed is being judged?

If you listen to the announcements, the breed is often called by name to a judging ring. It is difficult to set an exact time for each breed to be judged as the judges will work at varying speeds, but you could ask a show committee member to see a copy of the printed judging schedule.

Welcome to this CFA Cat Show!



Spectator Guide

The Cat Fanciers' Association currently recognizes 39 pedigreed breeds for showing in the Championship Class, with one breed in Provisional status - the RagaMuffin. Each breed has a set standard that is updated as the breed progresses. From time to time, each breed council also updates its breed profile, which is a more informal introduction to the breed. You can find a breed profile, for each breed listed below, on the CFA web site at www.cfa.org/breeds.html.

Abyssinian	Devon Rex	RagaMuffin*
American Bobtail	Egyptian Mau	Ragdoll
American Curl	European Burmese	Russian Blue
American Shorthair	Exotic	Scottish Fold
American Wirehair	Havana Brown	Selkirk Rex
Balinese	Japanese Bobtail	Siamese
Birman	Korat	Siberian
Bombay	LaPerm	Singapura
British Shorthair	Maine Coon	Somali
Burmese	Manx	Sphynx
Chartreux	Norwegian Forest Cat	Tonkinese
Colorpoint Shorthair	Ocicat	Turkish Angora
Cornish Rex	Oriental	Turkish Van
	Persian	

SHOW FORMAT

A cat show is composed of a number of separate, concurrently running, individual shows held in the various judging rings throughout a show hall. Each "show" is presided over by a different judge, who presents his or her own awards independent of the decisions of other judges. Hence, a cat that is chosen "Best" by the judge in Ring 1, may not always be given the same award by the judge in Ring 2. Individual

rings can be classified as either allbreed or specialty. In an allbreed ring all cats, regardless of coat length or type, compete for various awards. In a specialty ring only those cats of similar coat length, longhair or shorthair, compete for awards. The cards

on top of the cages will correspond to the cat's entry number in the show catalog and on its benching cage. In the judging ring, blue cards are used for males, and pink cards for females.



COMPETITION CLASSES

* KITTEN competition is for unaltered or altered, pedigreed kittens between the ages of four and eight months.

* CHAMPIONSHIP competition is for unaltered, pedigreed cats over the age of eight months.

* PREMIERSHIP competition is for altered, pedigreed cats over the age of eight months.

* PROVISIONAL competition is for those breeds that have not yet achieved championship status.

* MISCELLANEOUS competition is for those breeds not yet accepted for Provisional status, but accepted for registration and showing in the Miscellaneous Class.

* VETERAN CLASS is for any male or female, altered or unaltered, not younger than seven years on the opening day of the show that if the owner chose to, could otherwise be shown in the championship or premiership classes.

* HOUSEHOLD PET competition is for all randombred or non-pedigreed cats. Entries must have all their physical properties, and must not be declawed. Kittens must be older than four months on the opening day of the show and those entries older than eight months must be neutered or spayed. Pedigreed cats with disqualifying features are eligible to be entered in the Household Pet Class.

* JUNIOR SHOWMANSHIP is for young people from 8 years of age to 15. Youngsters who learn about good sportsmanship, cat care, breed standards, presentation and cat shows will be valuable to the sport in the future. Junior Showmanship classes are held so that young people can: experience winning and losing among those who are similar in age; learn the correct way to present and handle the breed they own; practice presentation skills in competition; improve their knowledge about their breed and others; and, prepare to show in regular classes in the future. More information on the Junior Showmanship program can be found on CFA's For Kids ... About Cats web site at kids.cfa.org/js.html.

* FELINE AGILITY is for cats that love to run and jump! Cats are definitely trainable and most are willing to follow a feather or dangling toy anywhere! It's amazing how they can climb up and down those high steps and race through those weave pole areas with such ease and speed. Agility is a pre-entered competition, open to any cat, so a household pet could be the overall winner as easily as could a top winning grand champion. Additional info is available at agility.cfa.org.

RIBBONS & AWARDS

Spectators at cat shows are often confused about the ribbons that are awarded by the judges. Here's a full explanation of how the ribbons are awarded in the Championship and Premiership classes. The procedure is the same for Kittens, except they are not awarded the Winners Ribbon nor the Best Champion or Premier of Breed ribbon.

When a kitten turns 8 months of age, it is considered to be an adult and begins its adult show career in the OPEN class in either the Championship or Premiership Classes. A judge will handle and evaluate all of the OPEN cats in a color grouping, first the males and then the females. He will award a **First Place (Blue)** ribbon in the Open class to one male and one female and also **Second Place (Red)** and **Third Place (Yellow)** ribbons (depending upon the number of Open cats of that color). First place in the OPEN class is usually accompanied by a **Winners Ribbon (Red/White/Blue)**. Once a cat has been awarded six Winners Ribbons, it becomes a CHAMPION. If in the Premiership Class, it will become a PREMIER.

After the judge has handled the OPEN cats, he judges the CHAMPIONS (or PREMIERS) in that particular color group, and awards first, second and third ribbons to the best three males and the best three females. He then moves on to the GRAND CHAMPIONS (or GRAND PREMIERS) and repeats the process. When all the cats in a color group have been appraised, the judge awards **Best of Color Class (Black)** and **Second Best of Color Class (White)**.

Once the judge has evaluated all of the cats in a breed or color division within a breed, he will award the **Best of Breed or Division (Brown)** and **Second Best of Breed or Division (Orange)**. The judge will also choose the **Best Champion of Breed or Division (Purple)** from all of the Champions competing in that breed or division. The cat receiving the Best Champion ribbon will receive one point toward its Grand Championship title for each Champion it defeated in that breed. Cats with the title of Premier in the Premiership Class also are awarded this ribbon and the recipient will receive one point toward its Grand Premiership title for each Premier it defeated in that breed.

Upon completion of judging all of the cats in a class (i.e. Kittens, Championship or Premiership), the judge will hold a FINAL during which they will present rosettes to their choice for the Top awards. Remember, though, that each ring is basically an individual show so a cat that is chosen Best in Show by the judge in Ring 1, may not always be given the same award by the judge in Ring 2.

Household Pets are judged in one group without regard to sex, age, coat length or color. There is no written standard for Household Pets and they are judged simply for their uniqueness. Each Household Pet reflecting good health and vitality receives a **Merit Award (Red/White)**.

How do I join the fun??

It's easy.....



Here's how

HOUSEHOLD PET CLASS

YOU CAN SHOW YOUR PRECIOUS KITTY IF IT IS SPAYED/
NEUTERED AND NOT DECLAWED. YOUR CAT(S)
COMPETES WITH OTHER HOUSEHOLD PETS AND
RIBBONS ARE AWARDED BY THE JUDGE!!!

PEDIGREED CLASSES

IF YOU HAVE A PEDIGREED REGISTERED CAT IT'S A
BIT MORE COMPLICATED BUT WE AT CFA
(CAT FANCIERS' ASSOCIATION) HAVE A SUPER
MENTORING PROGRAM TO HELP ANSWER ALL
OF YOUR QUESTIONS.



WWW.CFA.ORG



CHECK OUT THE CFA WEB SITE FOR MORE INFO

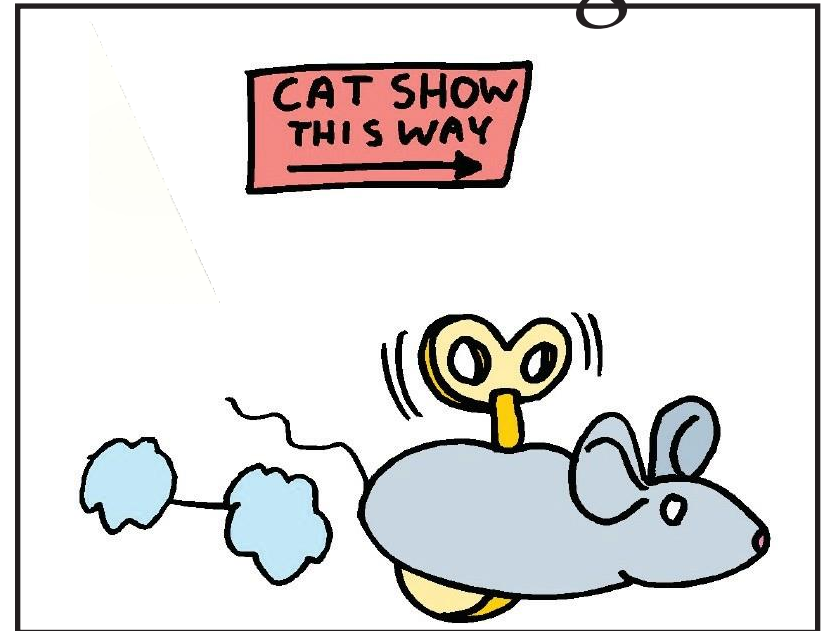


CAT FANCIERS' ASSOCIATION

CAT SHOW
SPONSORED BY YOUR LOCAL
CFA CLUB



What's Going On?



Find Out
Important Info Inside

What are the judges hanging on each cat's cage????

Licensed CAT FANCIERS' ASSOCIATION judges independently rank the cats. Top pedigreed cats are awarded the following ribbons which earn points for CFA Regional & National ranking & awards.



FIRST in the color & sex group



SECOND in the color & sex group



THIRD in the color & sex group



WINNERS RIBBON Six are required to earn the title of Champion or Premier



BEST in the color class



SECOND in the color class



BEST in breed or division



SECOND in breed or division



BEST Champion or Premier



Merit Award for Household Pet



FINAL AWARDS Each judge presents his/her choice of the Top cats in the Kitten, Championship, Premiership & Household Pet classes.

Frequently asked ??????????

MAY I TOUCH THE CATS AT THE SHOW????



NO, WE'RE SORRY, AND WE REALIZE THAT IT IS VERY TEMPTING. THE CATS ARE BEING GROOMED FOR THE JUDGING RINGS WHEN THEY ARE NOT IN THEIR CAGES. A LOT OF WORK HAS BEEN INVOLVED IN THE BATHING AND COMBING OF THE CATS IN PREPARATION FOR THE SHOW AND EXHIBITORS WOULD PREFER THAT THE CATS NOT BE TOUCHED BY THE SPECTATORS. AND IF YOU WATCH THE JUDGING, YOU WILL NOTICE THAT THE JUDGES WASH THEIR HANDS WITH A DISINFECTANT AFTER HANDLING EACH CAT TO AVOID ACCIDENTALLY PASSING GERMS FROM ONE CAT TO ANOTHER. WE ASK THAT SPECTATORS NOT TOUCH THE CATS WITHOUT THE OWNER'S PERMISSION.

MAY I TAKE PHOTOS OF THE CATS AT THE SHOW?



YES, YOU MAY TAKE PHOTOS AT THE SHOW. HOWEVER, PLEASE ASK PERMISSION OF THE CAT'S OWNER, ESPECIALLY IF YOU WILL BE CLOSE TO THE CAT AND USING A FLASH WITH YOUR CAMERA.



MAY I ASK A JUDGE QUESTIONS?

IF JUDGES ARE NOT ENGAGED IN THE HANDLING AND EVALUATING OF CATS, THEY WILL BE PLEASED TO ANSWER ANY QUESTIONS YOU MIGHT HAVE. PLEASE REMEMBER, THOUGH, THAT THEIR FIRST PRIORITY IS THE EVALUATION OF THE CATS PRESENTED TO THEIR RING FOR JUDGING.

WHY WON'T AN EXHIBITOR TALK TO ME???

A CAT SHOW CAN BE A VERY BUSY ENVIRONMENT. EXHIBITORS ARE OFTEN PRE-OCCUPIED WITH LISTENING FOR THEIR CAT'S NUMBER TO BE CALLED TO A JUDGING RING, GROOMING THEIR CAT, OR TAKING THE OPPORTUNITY TO SPEAK WITH OTHER EXHIBITORS. UNLESS THEY ARE OTHERWISE OCCUPIED, THE MAJORITY OF EXHIBITORS WILL BE DELIGHTED TO SPEAK TO YOU. IF A PARTICULAR EXHIBITOR IS UNABLE TO ANSWER YOUR QUESTIONS IMMEDIATELY, PLEASE REVISIT THEM AT A LESS BUSY TIME.



JOIN THE FUN

INFO ON BACK OF THIS BROCHURE



What is a Cat Show?

(Why five cats that all look alike have blue ribbons?)

We have six *judging rings*. These are six independent shows. Each ring has its own set of Final Awards for each of the four competitive categories. Some rings are Allbreed, i.e. all cats in this competitive category compete. Other rings are Specialty, i.e. the competitive category is broken down into Longhair and Shorthair Groups. These Finals will be held throughout both days of the show. The only cumulative awards are for the top three scoring Household Pets in show, and will be awarded by judge Steve Gardea in Ring 6, towards the end of exhibition on Sunday.

Cats are entered in the show in four *competitive categories*. For purebred, registered cats these categories are: KITTEN category - kittens 4 to 8 months old., CHAMPIONSHIP category- adult (8 months or older) pedigreed cats who have NOT been altered. PREMIERSHIP category-adult pedigreed cats that HAVE been altered – neutered or spayed, and Adult non-registered cats, or pedigreed cats which have a disqualifying fault for their registered breed are shown in the HOUSEHOLD PET category. These cats have been altered. CFA Show Rules do not permit the showing of cats that have been declawed.

Pedigreed cats and kittens are judged according to a written standard for each individual breed.

Household Pets are judged on health, condition, cleanliness and beauty.

Each competitive category is then broken down into breed or division. This breed or division is further broken down into specific color classes, which are divided into males and females. Championship and Premiership entries are further divided into the following *Competitive Classes*: OPEN Class –CHAMPION or PREMIER Class, and GRAND CHAMPION or GRAND PREMIER Class. Every registered cat over the age of 8 months starts its show career as on OPEN. Once an OPEN cat has won six red, white and blue “*winners ribbons*” it becomes a Champion or Premier. Champions and Premiers then compete with other champions and premiers to earn points towards the Grand Champion or Grand Premier title. To become a Grand Champion a cat needs to defeat 200 other champions. To become a Grand Premier, a cat needs to defeat 75 other premiers. Kittens and Household pets have only one competitive class. All Registered cats and kittens also are accumulating points toward Regional and National Awards. These points are awarded in breed judging and in finals.

We hope that you enjoy yourself, looking at the various breeds, watching the exhibitors prepare their cats for the rings, and viewing the actual judging. ***We encourage you to watch at least one class being judged.*** Unlike dog show judges who rarely share their thoughts with the spectators and

exhibitors, cat show judges consider education an important part of their job. They often tell you the good and not-so-good points of the cats as they judge. The judge often uses toys to get the cat’s full attention so that he/she can best see the cat’s eyes, ear placement and other physical characteristics...and besides, the cats and spectators enjoy it.

Be respectful of the health and safety of the cats. Do not touch any cat without asking for and receiving permission from its owner. Along the same line, do not stick toys or your fingers in the benching cages. Exhibitors are very concerned about the spread of disease. You will notice that the judges disinfect their hands and judging table before handling each cat to reduce the risk of carrying infection from one cat to another. On occasion, an exhibitor you are visiting with may ask if you would like to touch their cat. They may ask you to sanitize your hands before handling the cat, which is a small price to pay for the privilege of petting a cat in silky soft show condition. Just remember no matter how much a cat or kitten is BEGGING that you to touch it, please refrain.

Most cat fanciers love to answer questions about their cats, but not when preparing a cat to go to the judging ring. Ask: “Is this a good time to talk about your cats?” They will let you know if it’s not and can give you a good idea of when would be a good time. Please give the person carrying a cat to and from the ring the right-of-way.

Thank you, and enjoy the show!

RIBBONS

Blue indicates FIRST in the color, sex, and competitive class group. (i.e. best of black persian male opens).

Red indicates SECOND in the color, sex, and competitive class group

Yellow indicates THIRD in the color, sex, and competitive class group.

Black indicates BEST of Color Class (includes all males, females, Opens, Champions/Premiers, Grand Champions/Grand Premiers.

White indicates SECOND BEST of Color Class

Brown indicates BEST of Breed or Division

Orange indicates SECOND BEST of Breed or Division

Purple indicates BEST Champion or Premier in a Breed or Division

Red-White indicates Household Pet Merit Award

Large Rosettes are for Finals Awards.

The numbers on the next page indicate what breed is being judged in each ring. The numbers are on top of the judging cages. Cards that are pink indicate the cat is a female/spay; blue cards indicate a male/neuter.

KITTENS

Longhair

1-3 American Curl
4-9 Birman
10-12 Exotic
13-23 Maine Coon Cat
24-28 Norw. Forest Cat
29-33 Solid Persian
34 Parti Color Persian
35-42 Bi-Color Persian
43-44 Pointed Persian

CHAMPIONSHIP

Longhair

62-63 American Curl
64-69 Birman
70-72 Exotic
73-82 Maine Coon Cat
83 Norw. Forest Cat
84-94 Solid Persian
95 Silver Persian
96-103 Tabby Persian
104-105 Parti Color Persian
106-118 Bi Color Persian
131 Turkish Angora

PREMIERSHIP

Longhair

184 American Curl
185-188 Birman
189 Exotic
190-200 Maine Coon
201-208 Norw. Forest Cat
212 Silver Persian
213 Parti Color Persian
214-215 Bi Color Persian
216-217 Ragdoll

HOUSEHOLD PET 250-264

Shorthair

46 Abyssinian
47-48 Cornish Rex
49 Devon Rex
50 European Burmese
51 Javanese
52 Korat
53-54 Ocicat
55-56 Oriental SH
57-58 Selkirk Rex
59-60 Siamese
61 Somali

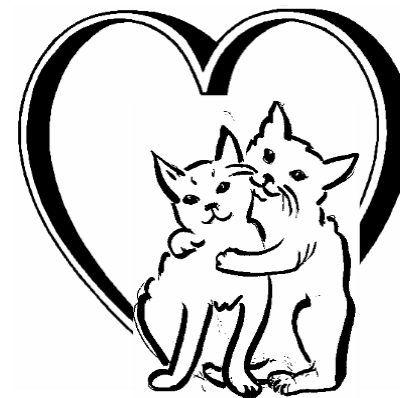
Shorthair

132-137 Abyssinian
138-140 Am. Shorthair
141 Am. Wirehair
142 Bombay
143-147 Burmese
148-151 Cornish Rex
152-154 Devon Rex
155 European Burmese
156 Havana Brown
157 Japanese Bobtail
158 Korat
159-163 Manx
164 Ocicat
165-168 Oriental SH
171-172 Scottish Fold
173-176 Selkirk Rex
177 Siamese
178-179 Somali
180-182 Sphynx

183 Tonkinese

Shorthair

218-223 Abyssinian
224-228 American Shorthair
229 American Wirehair
230-232 Bombay
233-234 British Shorthair
235-236 Cornish Rex
237 Devon Rex
238-239 European Burmese
240 Manx
242-244 Oriental SH
245-246 Scottish Fold
247 Somali
248-249 Tonkinese



Welcome
To
Hawkeye State
Cat Club's
47th Annual
Cat Show!



RIBBONS

Blue indicates FIRST in the color, sex, and competitive class group. (i.e. best of black Persian male Opens).

Red indicates SECOND in the color, sex, and competitive class group.

Yellow indicates THIRD in the color, sex, and competitive class group.

Red, White & Blue is a WINNERS ribbon, awarded to the best Open male/neuter and female/spay in each color class.

Black indicates BEST of Color Class (includes all males, females, Opens, Champions/Premiers, Grand Champions/Grand Premiers).

White indicates SECOND BEST of Color Class.

Brown indicates BEST of Breed or Division

Orange indicates SECOND BEST of Breed or Division

Purple indicates BEST Champion or Premier in a Breed or Division.

Red & White is a Merit Award for Household Pets

Large Rosettes are for Finals Awards.

The numbers on the next page indicate the breeds being judged in the rings. The numbers are on top of the judging cages. Cards with an orange dot indicate the cat is a female/spay; blue dots indicate a male/neuter. Adult males are never placed in adjacent cages in a judging ring.

KITTENS

Longhair

- 1-8 Birman
- 9-10 Maine Coon
- 11-15 Persian
- 16-17 Turkish Angora

Shorthair

- 18-23 Abyssinian
- 24-25 American Wirehair
- 26 Burmese
- 27 Chartreux
- 28-29 Colorpoint Sh.
- 30 Cornish Rex
- 31-33 Devon Rex
- 34 European Burmese
- 35-36 Japanese Bobtail
- 37-38 Korat
- 39 Manx
- 40 Ocicat
- 41 Oriental
- 42-45 Siamese
- 46-47 Sphynx

PREMIERSHIP

Longhair

- 137 American Curl
- 138 Birman
- 139 Exotic
- 140-141 Maine Coon
- 142-145 Norw Forest Cat
- 146-151 Persian

Shorthair

- 152 Abyssinian
- 153 American Shorthair
- 154 American Wirehair
- 155-157 Burmese
- 158 Cornish Rex
- 159 Korat
- 160 Manx
- 161-162 Ocicat
- 163 Oriental
- 164 Russian Blue
- 165 Scottish Fold
- 166 Siamese
- 167-168 Somali

CHAMPIONSHIP

Longhair

- 48 American Curl
- 49 Birman
- 50 Exotic
- 51-64 Maine Coon
- 65-66 Norw Forest Cat
- 67-99 Persian
- 100 Ragdoll
- 101 Turkish Angora

Shorthair

- 102-103 Abyssinian
- 104 American Sh.
- 105 American Wirehair
- 106-107 British Sh.
- 108 Chartreux
- 109 Colorpoint Sh.
- 110-114 Cornish Rex
- 115-116 Devon Rex
- 117 European Burmese
- 118-119 Jpnse Bobtail
- 120-121 Korat
- 122 Ocicat
- 123-124 Oriental
- 125 Scottish Fold
- 126-127 Selkirk Rex
- 128 Siamese
- 129-136 Sphynx

HOUSEHOLD PET

- 169-182 Household Pet



NO DOGS ALLOWED

Cat Show Visitor's Guide



Welcome to our CFA Championship cat show. We hope you will enjoy the pedigreed cats exhibited here and we will try to help you learn more about show format and show hall etiquette.

Show Format

The judging rings are where the central activity of the show takes place. Our CFA cat show is comprised of eight separate shows, for each day, held in the various judging rings. Each cat competes in each ring with each judge's decisions independent of the other judges.

Every cat is judged according to a written standard for its breed. A breed standard is precise enough to allow judges to evaluate cats accurately and flexible enough to leave room for differences in interpretation between judges. Cats are entered in the show in four competitive categories.

KITTEN classes are for pedigreed youngsters between the ages of four and eight months.

CHAMPIONSHIP competition is for unaltered, registered cats at least eight months old.

PREMIERSHIP classes are for neutered or spayed registered cats that are eight months of age or more.

HOUSEHOLD PET is for random bred cats.

Cats are judged within their own breed, color class or division. They then compete for finals in their

category. These finals will be held throughout the show.

CFA Show Rules do not permit the showing of cats that have been declawed.

Specific color classes are divided into males and females. Championship and Premiership entries are further divided into the following competitive classes: **OPEN** Class, **CHAMPION** or **PREMIER** Class, and **GRAND CHAMPION** or **GRAND PREMIER** Class. Every registered cat over the age of 8 months starts its show career as an Open. Once an Open cat has won six red, white, and blue Winners ribbons, it becomes a Champion or Premier. Champions and Premiers then compete with other Champions and Premiers to earn points toward the Grand Champion or Grand Premier title. To become a Grand Champion, a cat needs to defeat 200 other Champions. To become a Grand Premier, a cat needs to defeat 75 other Premiers. Kittens have only one competitive class. All registered cats and kittens also are accumulating points toward Regional and National Awards. These points are awarded in breed judging and in finals.

We hope that you enjoy yourself, looking at the various breeds, watching the exhibitors prepare their cats for the rings, and viewing the actual judging. *We encourage you to spend time watching the judging and listening to the judge's comments about the breeds and specific cats.*

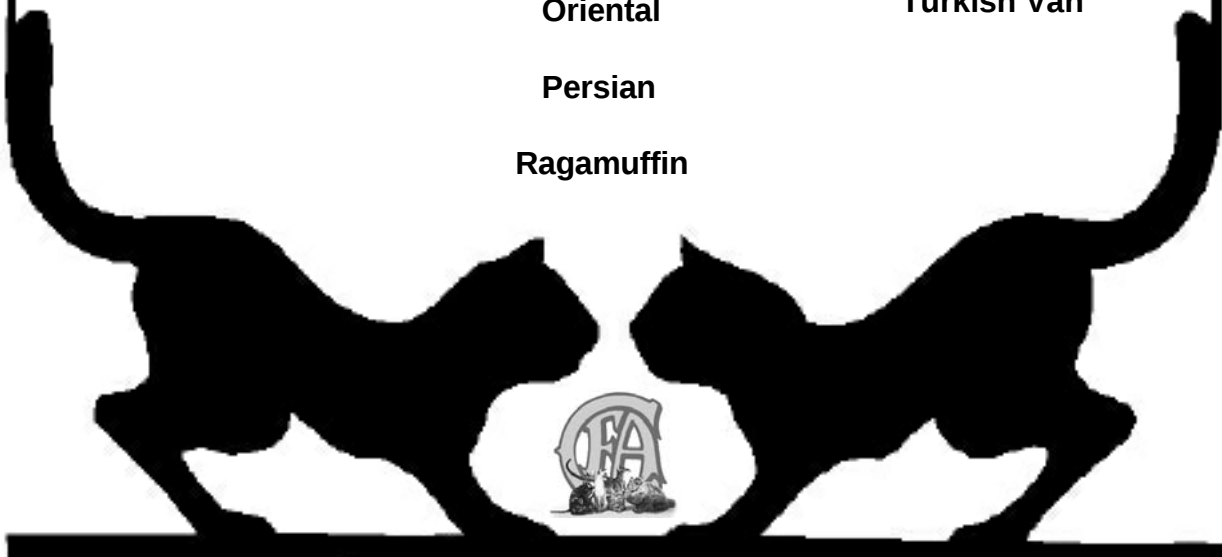
Winning the Exhibitors' Hearts (and gratitude)

- ♥ First and foremost – don't touch the cats! This applies to cats being carried by exhibitors, cats in the judging rings and cats in cages. Though it is hard to resist touching, please refrain from doing so. You could spread unfriendly microorganisms by petting one cat and then petting its neighbor down the row. This is why a judge's hands are sprayed between each cat handled.
- ♥ Do not stand in front of or block access to cages in the judging areas. Please step aside when you see an exhibitor approaching with a cat. They must report promptly to the judging ring when called.
- ♥ Exhibitors are happy to discuss their breeds with visitors, but please respect the times when they are being called for judging and return at a quieter time.
- ♥ Well-behaved children are welcome in the show hall. They should not, of course, ever be left unattended. They should be cautioned against touching the cats and against making noises or quick movements that would startle the cats. Running is not allowed anywhere in the show hall.

The Breeds of Cats You Might See at this CFA Cat Show

Circle the breeds you
find at this show

Abyssinian	Devon Rex	
American Bobtail	Egyptian Mau	
American Curl	European Burmese	Ragdoll
American Shorthair	Exotic	Russian Blue
American Wirehair	Havana Brown	Scottish Fold
Balinese	Japanese Bobtail	Selkirk Rex
Birman	Javanese	Siamese
Bombay	Korat	Siberian
British Shorthair	LaPerm	Singapura
Burmese	Maine Coon	Somali
Chartreux	Manx	Sphynx
Colorpoint Shorthair	Norwegian Forest Cat	Tonkinese
Cornish Rex	Ocicat	Turkish Angora
	Oriental	Turkish Van
	Persian	
	Ragamuffin	



For Kids ABOUT CATS

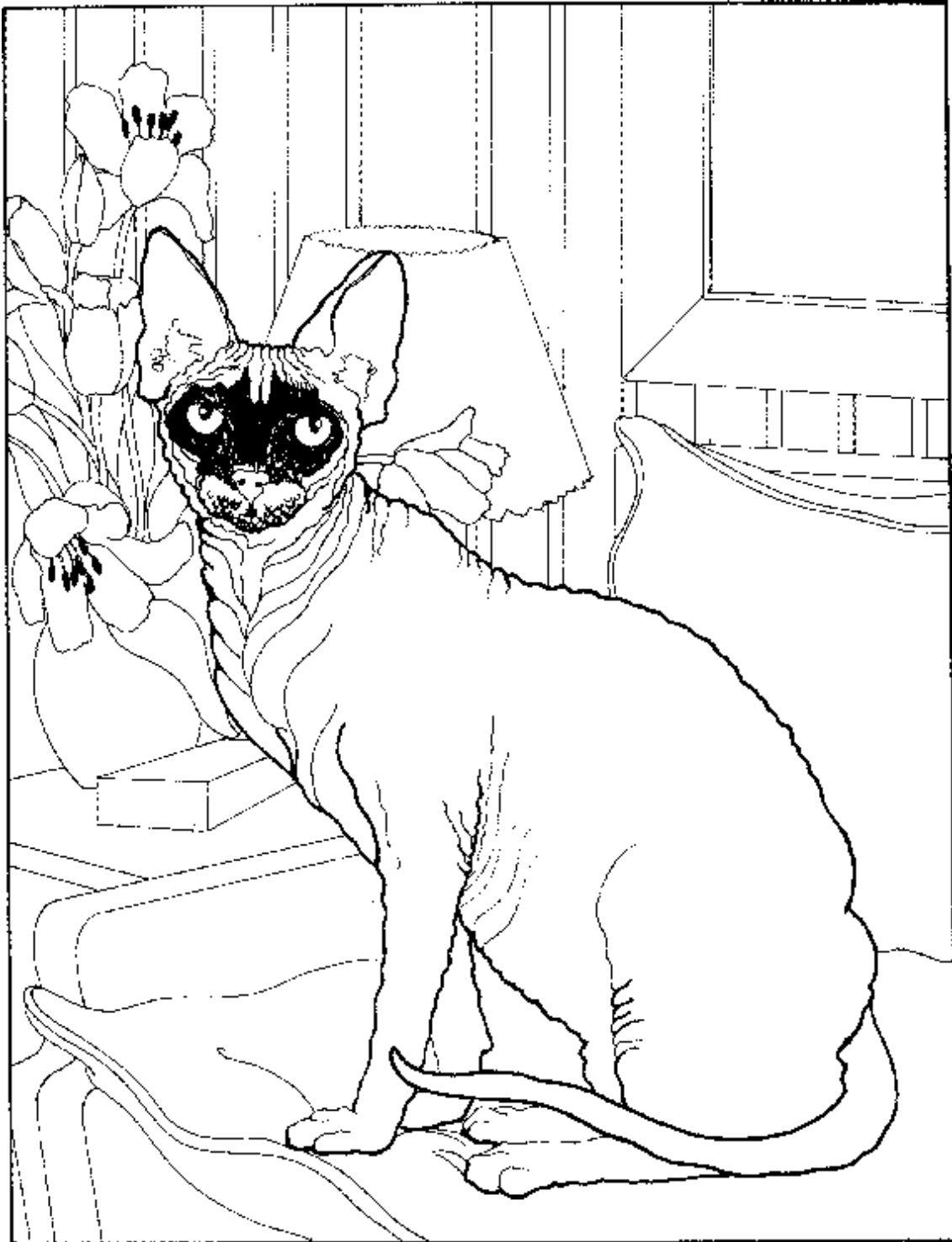


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Fvr Kids

CATS



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CATS



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For Kids ABOUT CATS



INTRODUCING ...

For Kids ... ABOUT CATS

Feline Education for Youngsters
Brought to you by The Cat Fanciers' Association

Home

Discover the Breeds & Colors

Learn All About Cat Shows

Junior Showmanship

Have Fun with Neat Cat Stuff

Links to Interesting Sites

For Parents and Teachers

Welcome, kids!

Join us, and take a tour of our site where you can learn all [about cats](#) and [cat shows](#). We have lots of great information plus [fun games](#) for you to play.

Let's get started you can use the menu on the left to explore on your own, or let our colorful little tour guides help you and lead the way.

Follow me to see some really cool cats!

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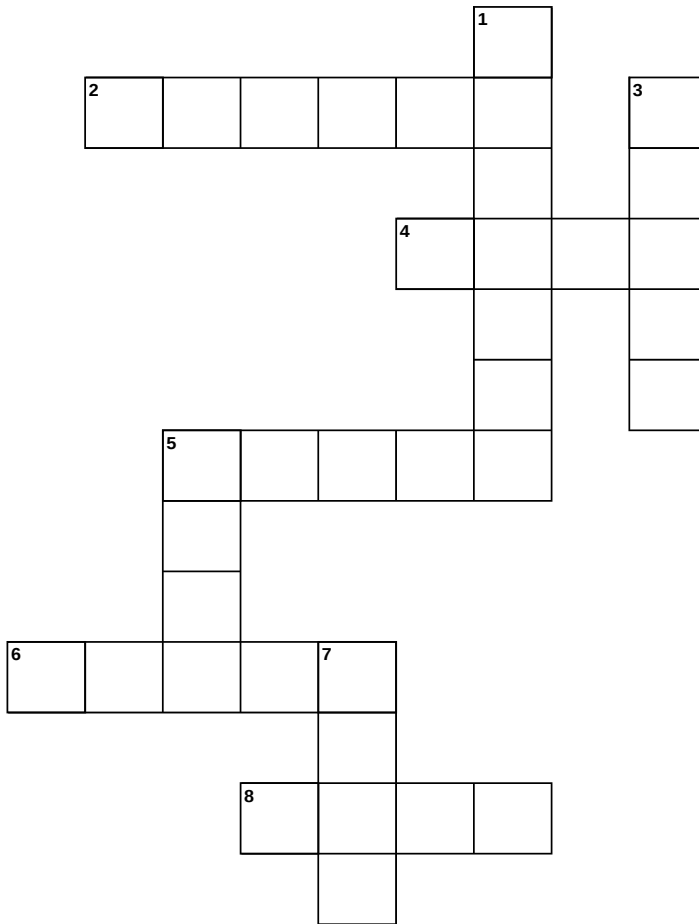
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visit us at
cfa.org/kids

FOR KIDS - ABOUT CATS

CROSSWORD PUZZLE #3



ACROSS:

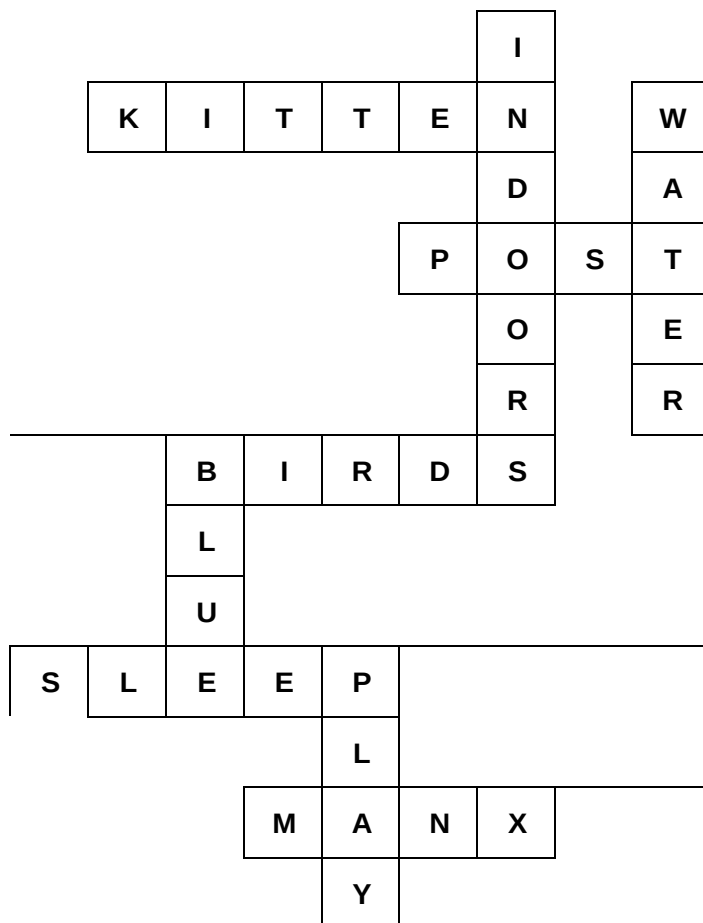
2. A baby cat is called a _ _ _ _ _
4. Cats must have a scratching _____ to use
5. Cats watch these outside a window
6. Your cat probably likes to _____ with you in your bed
8. This breed of cat has no tail

DOWN:

1. Cats are safe and healthy when kept _ _ _ _ _
3. Cats need fresh _____ to drink every day
5. A grey cat is really this color
7. Cats love to do this with a toy

FOR KIDS - ABOUT CATS

CROSSWORD PUZZLE #3 - Answer Key



ACROSS:

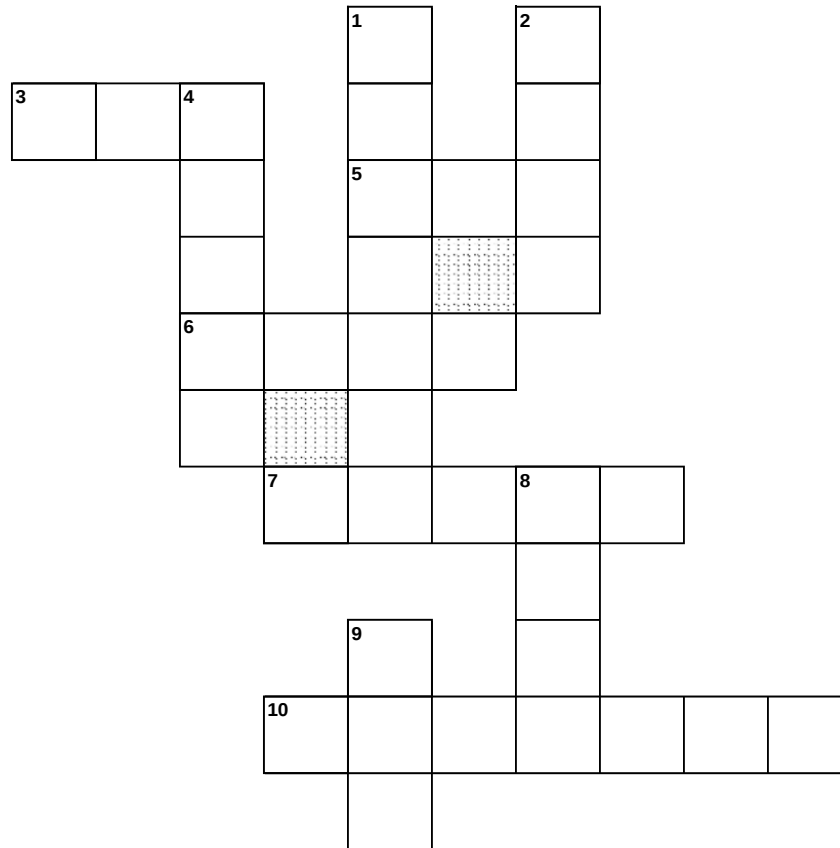
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FOR KIDS - ABOUT CATS

CROSSWORD PUZZLE #2



ACROSS:

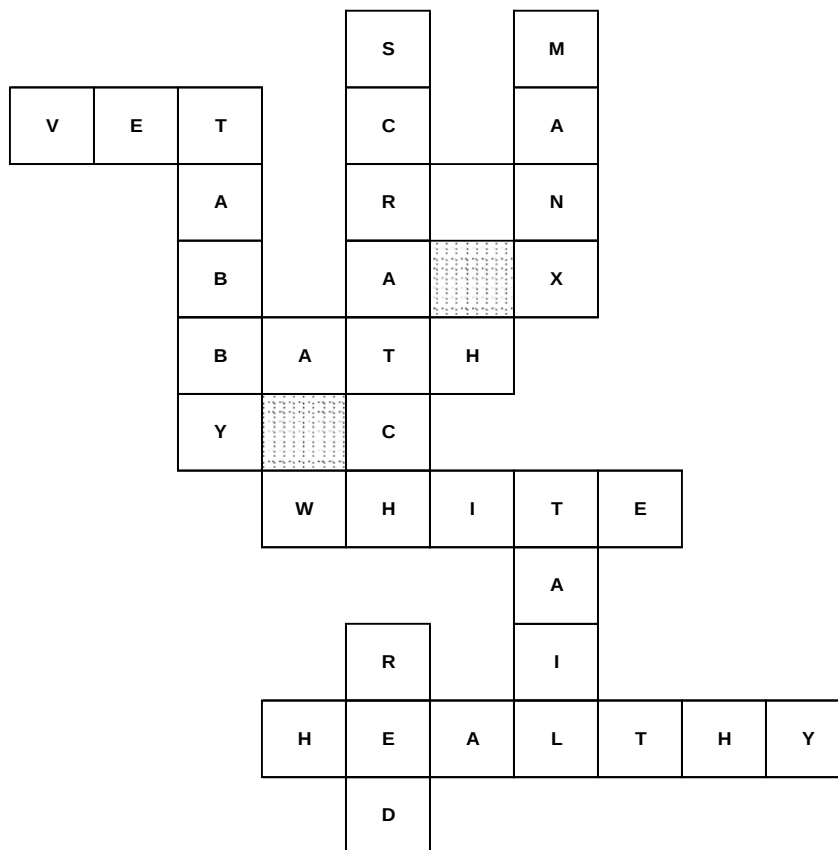
3. When a cat is sick you take it to see the _ _ _
5. A cat will do this when it moves fast
6. Cats occasionally need one of these to keep it really clean
7. This color of cat has a skull cap
10. It's your job to keep your cat happy and _ _ _ _ _ _

DOWN:

1. An unhappy cat might do this with its paws
2. This breed of cat has no tail
4. A striped cat is called a _ _ _ _ _
8. When a cat is mad, it swishes its _ _ _ _
9. An orange cat is really this color

FOR KIDS - ABOUT CATS

CROSSWORD PUZZLE #2 - Answer Key



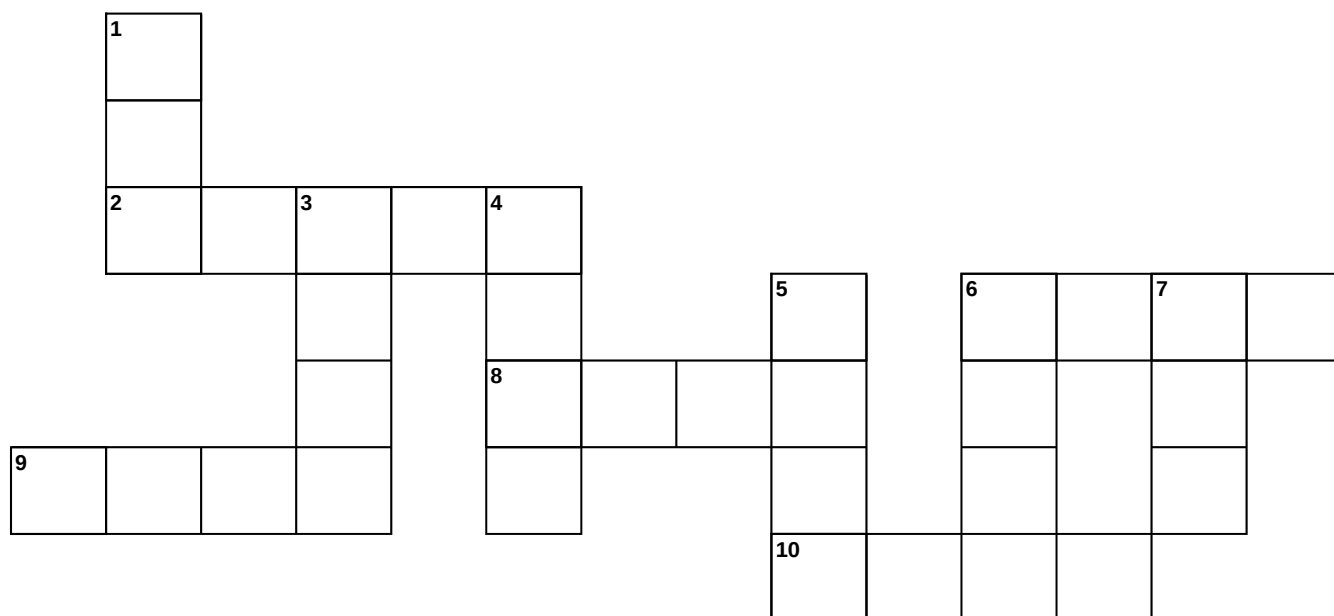
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2. This breed of cat has no tail
4. A striped cat is called a _ _ _ _ _
8. When a cat is mad, it swishes its _ _ _ _
9. An orange cat is really this color

CROSSWORD PUZZLE #1



ACROSS:

2. Only good cats get this
6. Cats do this when they are happy
8. Cats sniff with this
9. Cats listen with these
10. A cat does this to keep clean

DOWN:

1. Cat rhymes with _ _ _
3. Cats see with these
4. Cats like to eat this big fish
5. A cat talks by saying this
6. The feet of a cat are called this
7. Orange colored cats are really this color

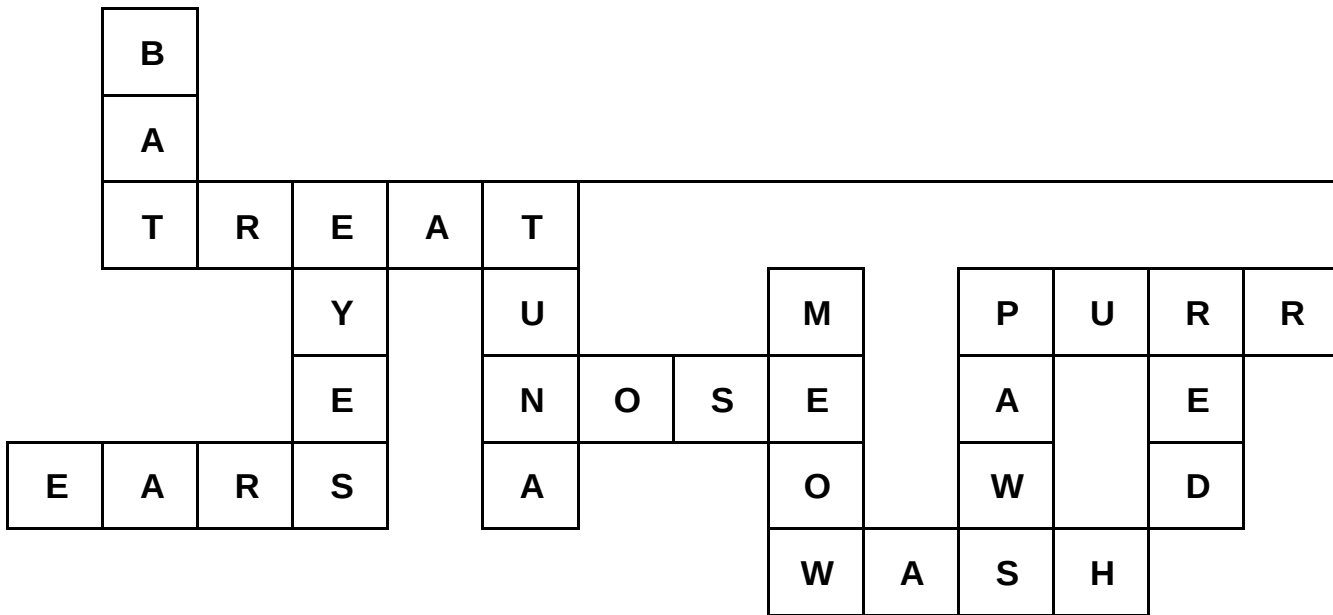
Source: For Kids - About Cats

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CROSSWORD PUZZLE #1 - Answer

Key



ACROSS:

2. Only good cats get this
6. Cats do this when they are happy
8. Cats sniff with this
9. Cats listen with these
10. A cat does this to keep clean

DOWN:

1. Cat rhymes with _ _ _
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6. The feet of a cat are called this
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CARING FOR YOUR CAT

It is very important that you care for your cat properly so that it can live a long, healthy and happy life. Caring for your cat means you see that it gets fresh water every day along with nutritious food that it likes to eat, clean and change its litter pan as needed, and comb or brush it to keep its coat clean, shiny and free from knots. It also means you have to discuss with your parents whether to have your cat spayed or neutered. You must also to give your cat lots of attention and love.

VETERINARY CARE

Just like your mother takes you to the doctor for regular check-ups, cats also need to see a veterinarian on a regular basis. That way, the vet can check to see that your cat is up-to-date on its vaccinations, that its teeth are clean, and that it is in overall good health.

Vaccinations are very important for your cat, just like they are for you. They give your cat protection against infectious diseases that cats can sometimes get. Talk to your veterinarian, who will give you a schedule for the vaccinations and booster shots your cat will need. Be sure to keep a record of the dates of the shots and the type of vaccination, using the chart in this journal. Should you ever move, or change vets, it will be helpful to have this record so that your cat's new vet will know what good care you have taken of your cat.

CAT IDENTITY RECORD

Breed: _____

Color/Pattern: _____

Date of Birth:

Sex: Male Female

My cat has been spayed or neutered:

Yes No

OWNER INFORMATION

Owner: _____

Address: _____

City: _____

State or Province:

Zip or Postal Code: _____

Phone Number: _____

VETERINARIAN

Veterinarian Name: _____

Clinic: _____

Address: _____

City: _____

State or Province:

Zip or Postal Code:

Phone Number: _____

Emergency Contact:

Emergency Phone: _____

VACCINATION RECORD



Vaccinations help to protect cats against infectious diseases. Use this area to keep an accurate record of the vaccinations and boosters your cat has received.

[illegible]

Visit These Websites for More Cat Info

www.cfa.org

Obtain up-to-date cat show schedules,
breed information & other cat related info.

cfa.org/kids

Introduces youngsters to the various pedigree breeds, explains cat shows & judging, includes games, puzzles, plus resources for parents and teachers.

www.WinnFelineHealth.org

Obtain progress reports of currently funded feline health studies, read conference & symposia reports and announcements, download grant announcements, view list of funded studies & other related information.

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