

MEDIA RELEASE from

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May Day call to all amateur photographers

The search for this year's feline face of Britain is about to start! Cats Protection, in conjunction with leading pet food manufacturer, Friskies Petcare, launches its annual national photographic competition on 1 May 2001.

Now in its 15th year, this popular competition has increased its entry categories for 2001 to reflect current feline trends and human photographic interests. "This year, we have introduced a Golden Oldies category to add further interest and to reflect the growing number of healthy and beautiful mature cats that we successfully rehome," said Derek Conway, Chief Executive of Cats Protection. "Although an amateur competition, the creativity and quality of many of the thousands of entries we receive is astounding. It's wonderful that people have so much fun by taking part in the competition", he added.

This year's categories include:

- ❖ **Golden Oldies:** for the mature cat aged eight or over.
- ❖ **Cats and People:** for a photo of that special person with your special cat.
- ❖ **Cute Kittens:** no further explanations needed!
- ❖ **Cats In Action:** for the more active feline.
- ❖ **Perfect Portrait:** capturing those classic feline poses.
- ❖ **Junior Photographer:** for young people aged 16 or under

The overall winner receives a prize package including an original 10"x12" framed painting of the winning photo as well as an overnight stay for two in a London hotel including theatre tickets and backstage passes for the popular musical 'Cats!' Category winners will, amongst other goodies, receive six months' free supply of Friskies cat food and a camera worth £100 whilst runners-up and those highly commended win a generous selection of cat-related gifts. Some of the winning photos will feature in future Cats Protection calendars and a variety of the charity's other popular publications

"Friskies Petcare is delighted to be sponsoring the competition again," according to Ruth Allsopp, Friskies Communications Manager. "Friskies understand the very special relationship that owners share with their pets and the photographic competition really does illustrate the many joys of pet ownership."

The Cats Protection photographic competition runs from 1 May – 17 August 2001. Entry forms providing further details, including conditions of entry, can be obtained by calling Cats Protection on ☎ 01403 221 900 during office hours. Entrants can enter as many photos as they wish provided each print is accompanied by a minimum entry donation of 50 pence.

- ENDS -

For further information call Emma Osborne, Cats Protection Press Officer, on ☎ 01403 221 934.

Note to editors: The winning photos from last year's competition are available upon request as is a comprehensive prize list for this year's winners.