

# ***MEDIA RELEASE from***

Release date: 19<sup>th</sup> November 2001



## ***It's Cool for Cats and for your kids too!***

**Parents - paws for thought! The Cool Cats Club is coming your way and your kids could pounce on the opportunity to show their fe-line good by wanting to join up.**

Cats Protection, the UK's largest feline welfare organisation, will launch a new-look children's membership initiative, the Cool Cats Club, in the spring of 2002, its 75<sup>th</sup> Anniversary year.

"It's very exciting to re-launch our children's membership club at a time when we are celebrating our many achievements, including the important contributions that kids have made to Cats Protection," said Judy Bernstein, Head of Promotions at the charity's Headquarters.

"There's no doubt that girls and boys love their cats and are keen to get involved in an initiative like the Cool Cats Club, where they can have fun, be creative and learn about all things feline."

The cost of joining the Cool Cats Club is just £5 per year. Membership is open to young people aged 13 or under and offers loads of benefits, including:

- A personalised welcome pack crammed full of surprises! New members can expect to receive the latest edition of the Club's membership magazine, a welcome letter, a membership card and an attractive wallet full of fun goodies.
- For those members joining before 23 February, a personalised invitation to attend a daytime launch event at a regional Cats Protection Shelter, with plenty of fun activities and give-aways planned!
- Invitations to attend fun cat-related events at regional Cats Protection Shelters during the year.
- A bi-monthly colourful *Cool Cats* magazine jam-packed with all the latest from the feline world! Members' cat stories and photos, challenging competitions, celebrity interviews and product giveaways will be just some of *Cool Cats*' great features!
- The opportunity to work towards the UK's first junior Cat Care Badge Scheme for young feline lovers keen to demonstrate their knowledge of, and care for, cats.
- Special offers on Cool Cat Club merchandise including T-shirts, mascot toys, key rings and temporary tattoo/sticker packs.

A Cool Cats Club group membership scheme is also available to schools, youth clubs, and any group of children aged 13 or under who are interested in all things feline. It costs £5 to join the group scheme plus £1 for every member.

Parents who are interested in their child becoming a member of the Cool Cats Club can call Cats Protection's freephone membership number: 0800 9172 287. Alternatively, please write to Cats Protection at the address shown below, or, send e-mail queries to [jen.snape@cats.org.uk](mailto:jen.snape@cats.org.uk) or [louise.robbs@cats.org.uk](mailto:louise.robbs@cats.org.uk). The charity's website is another great source of information about the Club: [www.cats.org.uk](http://www.cats.org.uk).

**- ends -**

**Notes to editors:** Please contact Emma Osborne, Cats Protection's Press Officer, for more information about this release, to arrange an interview with Judy Bernstein or for an electronic image of a child with a cat. **Tel:** 01403 221 934. **e-mail:** [emma.osborne@cats.org.uk](mailto:emma.osborne@cats.org.uk).