

MEDIA RELEASE from

Release date: 14th November 2001



Cats Protection celebrates 75th Anniversary in 2002

2002 will be a very special year for Cats Protection – it's the charity's 75th Anniversary.

When a group of concerned cat lovers met together in 1927 to form a society to protect the interests of felines, little did they know that today – 75 years on – it would become the UK's oldest and largest feline welfare organisation.

According to Cats Protection's Chief Executive, Derek Conway, the anniversary year will be a time of much celebration. "Thanks to the tremendous hard work and dedication of our army of volunteers over many decades, we've got a lot to be proud of. We look forward to celebrating our achievements that have made us the UK's most go ahead cat charity."

So what's the anniversary all about?

It's about 'A lifetime of love'. This theme will underpin all Cats Protection's promotional activity during its 75th Anniversary year, to highlight:

- The dedicated care that the charity's members and volunteers have provided throughout Cats Protection's history.
- How cats' affections can transform their owners.
- The changes in feline lives since 1927, as a result of human developments.
- The future of Cats Protection: How the charity is paving the way for its next 75 years.

And what's happening?

Various celebratory promotional and fund-raising events are planned for next year. These include:

- **Saturday 23 February – Sunday 24 February 2002: Launch of 'Cool Cats' Club.** Regional launch parties to be held at Cats Protection Shelters around the UK in celebration of Cats Protection's new Cool Cats Club, for young people aged 13 and under.
- **Monday May 6 2002: 'Curl Up With Your Cat Day'**: A national awareness day to celebrate the charity's Birthday. Cat owners everywhere will be encouraged to chill out with their feline friend.
- **Saturday May 18 2002: Cat Care Convention, London:** The second-ever national convention to be organised by Cats Protection celebrating the past, present and future work of the charity. Celebrity guests will attend and many leading lights of the animal world will be giving presentations.
- **Saturday September 7 – Saturday September 15 2002: Cats Protection Week:** The charity's annual promotional week with a strong emphasis on the regional activities and services of Cats Protection Branches and their volunteers.

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- **Birthday parties:** Throughout 2002, Headquarters Shelters and participating Branches will celebrate their 'Birthdays' with fun events based on the era when they were 'born'.
- **Summer 2002: Sponsored Cat Walks:** Cats Protection Branches around the country will be putting their best feet forward to mark the 75th celebrations.

Can I buy anything?

Special 75th Anniversary commemorative merchandise will be available from early 2002. Items for sale include mugs, teaspoons, tea towels, cuff links and photo frames. These will be available either from Head Office or through the Stourbridge Branch.

Anyone wishing to find out more about Cats Protection's 75th Anniversary activities and events happening in their area should contact the charity's promotions department.

Tel: ☎ 01403 221 912.

Email: louise.robbyns@cats.org.uk

Website: www.cats.org.uk

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Notes to editors:

1. For more information about plans for the charity's 75th Anniversary, please contact Emma Osborne, Cats Protection Press Officer. **Tel:** ☎ 01403 221 934.
email emma.osborne@cats.org.uk

2. Press packs will be issued for the Cool Cats Club Launch, the Cat Care Convention, Curl up with your Cat Day, Shelter Birthday Parties and Cats Protection Week. Should you require information in advance of 2-3 months of the event, please contact Emma Osborne on the above number.

3. A 'Brief History of Cats Protection' fact sheet is available from the charity's press office. Please call ☎ 01403 221 912 to request a copy.

4. For more information about what the Stourbridge Branch will be doing to support the 75th Anniversary, please contact Rob Hall, Stourbridge Branch Public Relations Officer on ☎ 07884 432306, e-mail rob@stourbridgecats.org.uk