



MEDIA RELEASE

Cats Protection Stourbridge

Release date: 6th November 2002

Online cash boost for local charity

Advanced online technologies have allowed local feline charity, Stourbridge Cats Protection, to benefit from 21st century fundraising practices. The unique, personalised online web shop at www.buy.at/stourbridgecats has allowed the registered charity to join the online revolution and receive a significant cash boost.

Stourbridge Cats Protection signed-up for their free personalised online web shop, which offers branch members, supporters and members of the general public to access to a full range of high street stores and discounted goods. The registered charity promotes the simple, easy-to-remember web address for the shop, www.buy.at/stourbridgecats, and every purchase earns up to 15% commission for Stourbridge Cats Protection.

Public Relations Officer, Rob Hall, commented:

"As soon as I saw buy.at/ I realised it was an opportunity I couldn't miss. Only a few regular purchases by supporters will result in a major increase in funds for our Branch. Best of all, it is effortless. We simply promote the scheme, supporters buy their favourite branded goods at their usual prices and every penny earned goes into helping cats and kittens in the Stourbridge area."

Major high street retailers whose goods are already available from the web shop include Marks and Spencer, Comet, Odd Bins, Blackwell Bookshops, Co Op and discount CD supplier CD-WOW. More retailers are joining the site all the time.

So if you want to help Stourbridge Cats Protection in their fundraising, visit their web shop at www.buy.at/stourbridgecats.

- ends -

Notes for Editors

1. For more information and to arrange a photo opportunity, please contact Rob, PR Officer, on 07884 432306.
2. Stourbridge Branch of Cats Protection covers postcodes **DY3 – DY10**, which encompasses Belbroughton, Wollaston, Norton, Pedmore, Lye, Kinver, Kingswinford, Hagley, Brierley Hill, Tipton, Sedgley, most of Kidderminster and some of Bewdley.
3. The Cats Protection League changed its name to 'Cats Protection' in 1998.