



MEDIA RELEASE

Cats Protection Stourbridge

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Get a lifetime of love this Valentine's Day

This Valentine's Day, Cats Protection is promising to turn people's dreams of a lifetime of love into reality – and the offer extends to everyone, whether single or in a relationship!

"Cats and kittens can be our perfect partners, giving us a lifetime of unconditional love that can be hard for our human companions to match," said Rob Hall, Public Relations Officer for the Stourbridge Branch of Cats Protection.

And to prove it, the charity has come up with some interesting research findings. A recent survey conducted by Cats Protection found that 48 per cent of respondents thought their cat was a better companion than their current or last partner. Even more interesting, 51 per cent of female respondents said they preferred a better night's sleep with their cat *on* their bed rather than with their partner *in* their bed! A similar survey conducted by the charity also found that almost 75 per cent of people living with a partner sometimes prefer to share their feelings with their cat rather than a person.

"The relationships we have with our feline friends are some of the most powerfully loving ones that we have," said Rob Hall. "It doesn't seem to matter whether people are in a relationship or not – cats can meet our needs in some major ways which is why they are so important to us and probably why they are the UK's favourite pet."

The research showed that the benefits of feline friendship are numerous. Amongst the most important are:

- 🐾 Their ability to considerably reduce human stress levels.
- 🐾 Unconditional affection.
- 🐾 Constant and loving companionship.
- 🐾 A lack of conflict.
- 🐾 A lack of criticism and judgement.
- 🐾 Amusing antics!

As part of Cats Protection's 75th Anniversary theme – *A Lifetime of Love* - staff and volunteers at the charity's 30 Shelters and 250 voluntary Branches around the UK are on a special mission on February 14. As Rob Hall explains, "If you're feeling in need, it's the perfect day to bring a little love into your life. Our volunteers would love to help you find your perfect partner – they have lots of beautiful cats who are desperate for loving, new homes. So contact us now on ☎ 07092 300744 and brighten up both your life and that of a special feline!"

Who knows – rehoming a cat may also help people to find that special human relationship too as faddy feline tastes can help to stimulate conversation at the supermarket shelves. "Chewing the cud over tins of Felix has been known to provide some very meaningful social contact," said Rob!

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Notes to Editors:

1. A photographic image of a black and white cat with a natural, perfect heart shape on its chest should accompany this release. Please contact Rob Hall, Public Relations Officer for the Stourbridge Branch, for jpeg copy or for further details of information contained in this release. ☎ 07884 432306 or e-mail rob@stourbridgecats.org.uk.
2. Stourbridge Branch of Cats Protection covers postcodes DY3– DY10, which encompasses Wollaston, Norton, Pedmore, Lye, Kinver, Kingswinford, Hagley, Brierley Hill, Tipton, Sedgley, most of Kidderminster and Bewdley.
3. For further information about Cats Protection's 75th Anniversary plans and the work of the UK's largest feline welfare organisation, please contact the Press Office on ☎ 01403 221934 or e-mail emma.osborne@cats.org.uk