



# ***MEDIA RELEASE***

## ***Cats Protection Stourbridge***

Release date: 26<sup>th</sup> April 2002

### **May 6<sup>th</sup> is 'Curl Up with Your Cat Day'**

**Cats Protection, formerly known as the Cats Protection League, marks its 75<sup>th</sup> Anniversary in 2002. To celebrate, the UK's largest and oldest feline welfare charity is holding a national "Curl Up With Your Cat Day" on Monday, 6 May 2002.**

"We've decided that our 75<sup>th</sup> Anniversary year will be the unofficial year of the puss in honour of our felines' status as the UK's favourite pet," said Judy Bernstein, Cats Protection's Head of Promotions. "Let's celebrate puss power on 6 May by following our cats' footsteps to a favourite place for some indulgent rest and relaxation!"

For anybody not yet convinced that a chill-out day in honour of puss is a good idea, Cats Protection has devised 75 good reasons to curl up with a cat on 6 May 2002. Here are 50 of them:

1. Curling up with your cat is calming and joyful!
2. A pleasurable day with puss costs nothing.
3. Research has shown that stress symptoms are lowest amongst cat owners and highest in non-pet owners. Therefore, the more time you spend with your cat, the more relaxed you could be.
4. Having a cat on your lap will dissuade you from heading to the fridge for a spot of naughty comfort eating!
5. Cats can really help during difficult times. Sharing your problems with puss could put things back into perspective and help you to find practical solutions to problems.
6. Whatever your age, having a cat can help to improve your relationships with others. Research has shown that 80% of children feel that their cat helps them to get on better with family and friends.
7. If you choose to curl up in bed, you could enjoy a better sleep with puss than with your partner. Research has shown that 51% of female cat owners aged 20 - 40 felt safer and more comforted with their feline *on* their bed rather than their partner *in* their bed.
8. Curling up with your favourite feline can give you a more positive outlook on life.
9. A day with puss will help you to let go of all the stresses of the workplace and give you more energy to successfully face challenges ahead, both personal and professional.
10. Curl Up With Your Cat Day will be good for children as well! Research has found that children can consider their cat as important as their mother as a source of comfort during times of stress and illness.
11. Stroking your cat and listening to peaceful purring sounds will reduce tension and lower blood pressure.
12. Curl Up With Your Cat Day is the multi-tasking person's dream come true! You can relax, stroke the cat, watch your favourite TV programme and catch up with some long-overdue phone calls all at the same time.
13. Cats are generally peaceful bed and sofa companions and don't snore loudly.
14. If you and your feline like to curl up in bed together, your cat won't take a disproportionate amount of the bed covers – unless s/he is a puss with attitude!
15. Your cat can be your best friend, giving you unconditional love and support when you really need it.

16. Curling up with puss will help to reduce feelings of loneliness and isolation.
17. Cats offer great companionship, are fun and don't answer back!
18. Cats don't criticise, judge, make a mess or cause unnecessary conflict (well OK, perhaps they do at meal times!).
19. Chilling out for the day with puss beats getting stressed in traffic jams, busy shopping centres and tense work places.
20. Cats can help you to enhance your social network but you will have to be on good terms with them to get their help with your networking skills.
21. You and your cat can enjoy all your favourite foods when you're curling up together. You never know – when you're deciding on puss's favourite food at the supermarket shelves, you might get chatting to that special person!
22. If curling up with your cat works for celebrities, then it can work for you. Cats Protection Patron, Ann Widdecombe MP, says, "At the end of a long, hard day, there is nothing like the relaxing, understanding company of something furry and purry."
23. Cats' company can 'add life' for all age groups. For example, cats can help their elderly owners to keep going, particularly in the face of bereavement or another major upheaval. A study found that pet owners reported fewer physical symptoms than non-pet owners for up to six months after bereavement.
24. Curling up with your cat will nurture one of our most significant and rewarding relationships – the one we have with our favourite feline!
25. A day with puss could help to support us through life's up's and down's, thereby adding to the quality of our lives.
26. Devoting a special day to your cat will help to make your house feel like a very special home.
27. The power of cats' company should never be underestimated. Cats Protection's research has shown that 73% of people aged 55+ who live with a partner still prefer to share their feelings with their cat rather than a human.
28. The same research also showed that 34% of women and 20% of men who expressed an opinion said that they felt their cat was a better companion than their partner.
29. Spending a day curled up with puss will give you the space and time to discover your purpose in life if you haven't done so already!
30. If you are having a crisis and/or health problems, some quality time spent with your cat could help you to cope better and to recover more quickly.
31. Curling up with your cat can improve self-esteem, particularly for children. Cats Protection research has found that children can feel better about themselves as a result of having a cat.
32. Your cat's amusing antics on "Curl Up With Your Cat Day" will make you laugh – a surefire way to relax, lighten up and feel better.
33. Your cat will appreciate it! Like most pets, many cats love attention and company and they will appreciate having a whole day to have their favourite human to themselves.
34. A day of guilt-free self-nurture will lift your spirits and put you in a great mood for the rest of the week.
35. It's a good excuse to also curl up with your partner or other loved ones to provide each other with some precious quality time.
36. You and puss can enjoy watching that video you've been wanting to see for ages. S/he is ideal company – no crunching popcorn, talking, soft drink slurping or other annoying interruptions.
37. "Curl Up With Your Cat Day" will offer you a great opportunity to reflect on the many joys of living with the UK's favourite pet.
38. You'll have time to perhaps consider how you could support the work of Cats Protection if you don't do so already.
39. You could rehome a Cats Protection rescue cat, become a volunteer with one of the charity's 250 rescue centres, or make a donation to enable the organisation to continue to help 170,000 cats a year.

40. You can put your feet up, relax and enjoy not having to walk your cat! You'll be giving yourself some time to take stock of your life and review how you're going with those New Year resolutions of a few months ago.
41. Who wouldn't enjoy a day with someone who loves you unconditionally (as long as the feeling is mutual)? Fed up with feeling stressed? Curling up with your cat will enable you to take a leaf out of his book by practising the art of pure relaxation.
42. Fed up with feeling stressed? Curling up with your cat will enable you to take a leaf out of his book by practising the art of pure relaxation.
43. You can pamper your puss as well as yourself. Most cats love to be brushed and stroked. A bit of tummy tickling would also probably go down well.
44. You could plan puss's summer healthcare regime. Cats need regular treatment to protect against roundworms and fleas. They also need an annual booster injection to protect them against serious feline diseases. If puss is scratching his ears and shaking his head, he might need additional veterinary treatment for ear mites.
45. Use the time to make plans for your feline friend's care during the summer. If you are going away on holiday, book him into a quality cattery in advance, or arrange for a trusted friend or relative to look after him in your home whilst you are away.
46. If puss needs neutering, vaccinating and/or microchipping, "Curl Up With Your Cat Day" will be the perfect time to plan when you are going to attend to his important cat care issues.
47. You can forget the ironing, washing, lawn mowing, car cleaning and housework and just do nothing for the day.
48. Curling up with your cat is a fantastic indoor activity for the whole family on a rainy Bank Holiday Monday.
49. Doing a massage course? You can practise some very gentle strokes on puss. He's bound to enjoy it but do respect his needs and sensitivities.
50. Find it hard to do absolutely nothing? How about making a safe toy or a cosy knitted blanket for puss whilst he's curled up on your lap?

**For those who don't have a feline to chill out with, here are some other ways to get involved on May 6 to show support for Cats Protection and the cats in the organisation's care:**

- ? Rehome a cat or kitten from a local Cats Protection Branch or Shelter, and benefit from a lifetime of feline love!
- ? Spare a few hours to volunteer for a local Cats Protection Branch or Shelter.
- ? Join the charity's cat cabin sponsorship scheme and help many cats in Cats Protection's care.
- ? Make a donation, or, remember Cats Protection in your will.
- ? Attend one of the many 75<sup>th</sup> Anniversary fun events being held at Cats Protection Shelters and Branches around the country.

### **Celebrity Quotes for Curl Up with Your Cat Day:**

*Ann Widdecombe MP, Cats Protection Patron*

"When politics gets catty I curl up with my cat for comfort."

*Anthea Turner, TV presenter*

"Curling up with one of my 3 black cats Oliver means I'm moments away from getting my face licked and my nose bitten!"

*Erika North, co-presenter of 'Jono & The Morning Crew' on Heart 106.2 FM*

"I try really hard to spend at least an hour a day to curl up with my rescue cat, Jasper. I can tell him about my day (he is a great listener) and watch TV with him, and generally chill out. Our time together helps me put life in perspective. My problems never seem so bad when he's on my lap! It's impossible to feel stressed when you're stroking a cat."

*Jilly Cooper, author*

"I get my supreme pleasure from Rattle, one of my four beautiful black and white cats at five o'clock in the morning. He braves Hero, my lurcher who sleeps under my dressing table, to jump on my bed and snuggle up against me purring and purring away like an outside hot water bottle. He is the most heavenly cat and the comfort I get from him is immense. In fact all my cats are a huge joy. They all have their own special personalities and give me colossal relaxation and comfort."

*Michelle Holmes, actor*

"I enjoy curling up with my cat but my favourite thing is when I wake up in the morning to two eyes and a nose stuck to the end of mine. That tells me that as far as Betty is concerned, it's time to get up!"

*Steve Leonard, vet and TV presenter*

"When my cat 'Useless' jumps on my bed, I know I'm home. I got her as a kitten and she is four years old now. We've moved about quite a bit but as long as she is there to watch TV, sleep on the bed or harass me when I'm working I know I'm where I should be, home."

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#### **Notes to Editors:**

1. For more information on Cats Protection's 75<sup>th</sup> Anniversary promotional activities, please contact Emma Osborne, Cats Protection Press Officer.  
Tel: 01403 221 934. E-mail: emma.osborne@cats.org.uk
2. For information and contact details for Stourbridge Branch, please contact Rob Hall on 07884 432306.
3. The actual date of Cats Protection's 75<sup>th</sup> Birthday is 16 May 2002.
4. For more detailed information about the sources of the research projects quoted in this release, please contact Cats Protection's Press Office.
5. To obtain a fact sheet on the history of Cats Protection and/or for more information about the charity's current work, please see in enclosed pack or contact Cats Protection's Press Office.
6. Cats Protection is the UK's largest and oldest feline welfare organisation. It helps 170,000 cats a year, rehoming 65,000 of them through its national network of 29 Shelters and 250 voluntary Branches. Cats Protection aims to:
  - ? Rescue, rehabilitate and, where possible, rehome stray and unwanted cats and kittens.
  - ? Encourage the neutering of felines through the implementation of low-cost neutering programmes for cats and kittens belonging to people on low incomes.
  - ? Provide practical and useful information and educational resources for those concerned about cat care and feline welfare issues.