



MEDIA RELEASE

Stourbridge and District Cats Protection

For immediate release: 7th February 2008

Local cat charity provides a window of opportunity for Valentine's and Mother's Day!

If you are looking for a new way to send your Valentine's or Mother's Day greeting this year, then Cats Protection's Stourbridge and District shop may have just the thing!

The shop, at 218 High Street, Lye is inviting local people to fill in colourful notes entitled 'Be my Valentine' or 'Love you Mum', which can be placed in the shop's window in the run-up to, or on, either of the big days on 14 February and 2 March.

Though there is no charge, the shop would gratefully appreciate any donation, which will help the charity to bring some love into the lives of unwanted and abandoned cats by finding them a new home.

Rob Hall, PR Officer with the Stourbridge and District Branch said:

"Filling in one of these notes makes a nice change from sending a greetings card, and is a great way to surprise and impress a loved one, particularly if they visit the shop or travel past it frequently.

"Donations will also help the branch to help the many cats in our care who don't have a special someone to love them on Valentine's or Mother's Day, so your little act of love will really go a long way. Please note that window space is limited, however, so please do get in touch as soon as possible if you'd like to have a note."

The charity is also encouraging local people to contact their local branch if they would like to adopt a cat.

Rob continued:

"During a time when people are celebrating their relationships, it's good to remember that cats too can make very loyal and loving companions. Just like humans, cats are individuals with different quirks and personalities, and we have cats that would suit all sorts of people, so why not give us a call and see if we have an ideal partner for you?"

If you would like to place a note in the shop window, please call 01384 422208, whilst people interested in adopting a cat should call the branch on 0844 884 8514.

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For more information, or to arrange a photo, please contact Rob, PR Officer, on 07092 364572.

Notes for Editors

- Cats Protection's Stourbridge and District Branch is part of the UK's leading feline welfare charity which helps 142,000 cats each year through a national network of 29 Adoption Centres and 252 volunteer-run Branches.
- The Stourbridge and District Branch covers postcodes DY1 – DY13, which includes Stourbridge, Kinver, Kingswinford, Hagley, Brierley Hill, Tipton, Dudley, Sedgley, Kidderminster, Stourport, Bewdley and the Wyre Forest area.
- Cats Protection's registered charity number is 203644. The charity's vision is to ensure that every cat is given the chance of a life where it will be treated with kindness and understanding of its needs.
- Founded as the Cats Protection League in 1927, the charity adopted the name Cats Protection in 1998. We ask that you use the name Cats Protection when referring to the charity in all published material.