



## **PRESS RELEASE**

FOR IMMEDIATE RELEASE

Contact Allene Tartaglia  
Office 732-528-9797 ext. 26

### **DR. ELSEY'S PRECIOUS CAT, INC. RENEWS PARTNERSHIP WITH THE CAT FANCIERS' ASSOCIATION, INC.**

MANASQUAN, NJ – March 17, 2010 – The Cat Fanciers' Association, Inc. (CFA) today announced that Dr. Elsey's Precious Cat, Inc. has renewed their support of CFA's cat shows, educational and outreach programs, and special events. The recently signed contract significantly increases Dr. Elsey's support of CFA by 38% over the funding provided during 2009.

Dr. Elsey's support of cat shows licensed by CFA, and produced by CFA member cat clubs, has grown substantially and will benefit 24 CFA cat shows during 2010. In addition to monetary donations, Dr. Elsey's will also provide product, and product coupons, to select events.

Dr. Elsey's was a major contributing sponsor of CFA's participation in the highly successful AKC-CFA Meet the Breeds™ held in New York City during October, 2009. CFA is pleased to once again be partnering with Dr. Elsey's for the 2010 Meet the Breeds™ event. Their funding

of CFA breed councils that participate at Meet the Breeds™ allows breeders and exhibitors to showcase their individual breeds of pedigreed cats in spectacularly decorated booths that attract a great deal of public attention. In addition, their sponsorship of the Adopt-a-Cat event held in conjunction with Meet the Breeds™ allows CFA to annually partner with the Mayor's Alliance of New York City to provide the opportunity to find homes for non-owned cats. To date, over 1,800 cats have been placed in new homes through this program that pre-screens potential new owners during the adoption process.

A significant area of Dr. Elsey's sponsorship will encompass CFA's publications, both print and online, CFA's web site, and the upcoming CatsCenterstage program and web site.

Advertisements, as well as participation offers, will be placed on the newly redesigned CFA web site when it is launched in the near future.

### **About The Cat Fanciers' Association**

Founded in 1906 as a non-profit association of member clubs, The Cat Fanciers' Association, Inc. (CFA) is the world's largest registry of pedigreed cats. To date, CFA has registered more than 2 million pedigreed cats throughout the world. CFA's mission is to preserve the uniqueness and beauty of the pedigreed breeds of cats, and to enhance the well being of ALL cats. CFA promotes education, responsible cat ownership and proper care to the owners of millions of cats worldwide. The CFA, headquartered in Manasquan, New Jersey, administers rules for the management of cat shows and promotes the interest of breeders and exhibitors of pedigreed cats. CFA breeders, exhibitors, judges and fans span the globe, annually hosting over 400

competitions on four continents. CFA and its affiliates work nationally with local shelters, at a grassroots level, to help improve the problem of stray cats and abuse, and to encourage neuter/spay programs. CFA has been instrumental in the development of several international charitable organizations such as CFA Disaster Relief and The Winn Feline Foundation. To learn more about the Cat Fanciers' Association, the pedigreed breeds of cats, or to find the nearest CFA cat show, visit [www.cfa.org](http://www.cfa.org).

### **About Dr. Elsey's Precious Cat Products**

Precious Cat, Inc. was founded by Dr. Bruce Elsey, who started the first "feline only" veterinary practice in Colorado, The All Cat Clinic, which currently cares for over 8,000 cats. Dr. Elsey was the first to use Sodium Bentonite as clumping clay litter in 1988. In 1999 he started testing a behavioral modification litter, Cat Attract, that draws cats to the box by smell.

New litters, developed by Dr. Elsey, have been formulated for each cat's life stage. Kitten Attract is a kitten training litter that has a smaller particle size of litter for a kitten's tender paws and a kitten specific herbal additive to draw them to use the litter box. Precious Cat Senior litter is a silica gel litter with hydrolyzed herbs. Precious Cat Long Haired litter is the right particle size for long haired cats, and will not alter their coat color or adhere to their long fur.

Precious Cat Litters are available at PetSmart stores and other independent retailers. Visit our website at [www.preciouscat.com](http://www.preciouscat.com) or call 877-311-2287.

###

The Cat Fanciers' Association, Inc.

1805 Atlantic Avenue, P.O. Box 1005, Manasquan, NJ 08736-0805  
732-528-9797 | [www.CFA.org](http://www.CFA.org) | CFA@CFA.org