

Sturdi Products, Inc.

For Pets and People
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Professional Products for Traveling Pets and Their People Since 1993

FOR IMMEDIATE RELEASE

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STURDI PRODUCTS®, INC. CONTINUES SPONSORSHIP OF CFA™ EVENTS

GIG HARBOR, WA -- April 13, 2010 -- Sturdi Products®, Inc. has announced their continuation of sponsorship of the annual meeting of The Cat Fanciers' Association, Inc.™ (CFA™). To commemorate this event, delegates attending the 2010 CFA annual meeting in Minneapolis, MN will each be the recipient of a Sturdi Products neck wallet specially embroidered with this year's unique multi-colored logo.

The neck wallet, with an open back vinyl pocket and two zippered front pockets, is ideal for easy display of delegate identification as well as storage of collected business cards, spending money and collectible pins. Delegates find the neck wallets have multiple uses outside the meeting hall, including hands-free access to boarding passes & ID when at an airport. Cat show exhibitors use them for passes, reading glasses & other small essential items while busy in the show hall.

Sturdi Products began donating neck wallets during the 2004 CFA annual meeting in Orlando, Florida. The most stunning and popular "keepsake" neck wallet was produced for the CFA 2006 centennial with the commemorative logo embroidered in gold on black.

"CFA is very grateful for the support of Sturdi Products in our many program areas and special events," said CFA President Pam DelaBar. "It's wonderful to work with a company that reaches out to our event attendees, meeting delegates and our exhibitors."

In addition to the annual meeting, Sturdi Products has also sponsored & continues to partner with the CFA at other venues. They have been both a Bronze Sponsor and vendor at the CFA International Cat Show for numerous years, donating numerous products including, tents, pop up shelters & SturdiBag trophy carriers for presentation to the Best of the Best, contributed funds & commemorative SturdiBags to the 2008 World Cat Congress in Houston, supported the highly successful 2007 CFA-IAMS Cat Championship at Madison Square Garden and the 2009 AKC-CFA Meet the Breeds.™

In 2007, the CFA Outreach and Education Program has benefited through a donation of 16 Sturdi Shelters with accessories. These units allow for the easy set up & safe display of cats on exhibit during the popular breed presentation rings found at the CFA International Cat Show and the AKC-CFA Meet the Breeds.

About Sturdi Products®, Inc.

Sturdi Products, Inc. has gained an international reputation for designing unique, attractive, durable & adaptable products that reflect the needs of customers who travel with cats and small dogs. Since the creation of the patented SturdiBag pet carrier in 1993, Sturdi now offers over 40 professional quality & innovative products including the SturdiShelter portable pop ups used by cat show exhibitors in many countries. All Sturdi Products are developed with a focus on safe pet travel, emergency preparedness planning & pet show exhibition. Sturdi was the first company to offer a pet carrier focused on and for people who travel with their cats and has developed a strong affiliation with the worldwide professional cat community.

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