



The Cat Fanciers' Association, Inc.

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PRESS RELEASE

FOR IMMEDIATE RELEASE

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CFA INTRODUCES AWARENESS DECALS

MANASQUAN, NJ – July 14, 2007 – The Cat Fanciers' Association, Inc. (CFA) has announced that an eagerly awaited project to promote awareness of CFA, as well as a means to recognize fellow cat fanciers and owners, is now completed.

A set of Awareness Decals, two CFA logo window clings and two reflective eye decals, were recently introduced at the CFA Annual Meeting in Louisville, KY.

The CFA logo interior window cling, when applied to a car window, means you will be promoting the Cat Fanciers' Association wherever you travel – be it across the city, state or country, or just to the corner grocery store.

The highly reflective "eyes", when applied to the rear window of a car, will allow people to easily recognize a car along the side of the road as belonging to a fellow cat fancier who may possibly be in need of assistance.

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The set of Awareness Decals is available through the CFA Online Catalog at <http://www.cfa.org/catalog/supplies.html#decals>. The cost is \$10.50 for mailing to a US address, or \$11.00 for mailing to a non-US address.

CFA's individual regions will benefit from sales to people within a region, as a percentage of regional sales will be donated back to the regional treasury.

This project was sponsored and funded by Royal Canin as well as two dedicated private individuals in the cat fancy.

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.

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