



THE CAT FANCIERS' ASSOCIATION, INC.

World's Largest Registry of Pedigreed Cats



PRESS RELEASE

FOR IMMEDIATE RELEASE

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Ambassadors to “Meet and Greet” Spectators

at CFA International Cat Show

MANASQUAN, NJ – The Cat Fanciers' Association, Inc. (CFA) ambassadors, both human and feline, will be on hand to “meet and greet” spectators who attend the CFA International Cat Show on November 21 and 22. The show, to be held at the Georgia International Convention Center, will feature over 700 pedigreed cats competing for the title of “Best in Show”.

Visitors to the show will be met by members of CFA's Ambassador Program, who will offer details about the show, hand out show guides, answer any and all questions, plus conduct guided tours of the show hall at scheduled times.

Ambassadors will also be found throughout the show hall, easily recognizable by the bright blue and yellow “ASK ME” buttons they will be wearing. They will be available to provide details about the various breeds at the show, answer any questions on cats and cat care, and explain the judging process for those spectators enjoying the judging in the rings. CFA's ambassadors, the “face of CFA”, are always more than willing to share their passion for cats and cat shows.

“CFA learned from the recent Meet the Breeds event in New York City that spectators love to get their hands on cats,” said Pam DelaBar, president of the CFA, “and we are extending that privilege to the International Show spectators this year.”

CFA's feline ambassadors will be happy to make the dream of touching a wavy-coated Cornish Rex, or the suede-soft body of a Sphynx, a reality. Cats from a number of breeds will be gracing their breed booth displays, and will be ready, willing and able to take all the petting and loving the public chooses to shower on them. The breed presentation ring will also present opportunities for spectators to pet the cat of their dreams.

The goal of the CFA Ambassador Program, sponsored by Iams, is to make a visit to a cat show a happy and informative one that will encourage people to learn about the joy of owning a cat and attending cat shows.

The Cat Fanciers' Association, Inc.,

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About the Cat Fanciers' Association, Inc.

The Cat Fanciers' Association, Inc.™ (CFA) was founded in 1906 as a non-profit association of member clubs and is the world's largest registry of pedigreed cats. CFA's mission is to preserve and promote 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. CFA and its affiliate clubs work nationally with local shelters, at a grassroots level, to help humanely reduce homeless and feral cat populations, and to encourage voluntary neuter/spay of pet cats. To learn more about the Cat Fanciers' Association, the pedigreed breeds of cats, or to find the nearest CFA cat show, visit their web site at www.cfa.org

About Procter & Gamble Pet Care

For more than 60 years, Iams, a P&G (NYSE:PG) brand, has enhanced the well-being of cats and dogs by providing world-class quality foods and pet-care products. To learn more about Iams® Cat Food or general pet care and nutrition information, call the Iams Consumer Care Center at (800) 863-4267 or visit Iams on the Web at <http://www.Iams.com>.

SHOW PARTICULARS:

Location: Georgia International Convention Center, 200 Convention Center Concourse,
College Park, GA 30337

Date/Time: Saturday, November 21: 9 a.m. - 6 p.m.
Sunday, November 22: 9 a.m. - 5 p.m.

Guided Tours: Saturday, November 21 at 10 a.m., noon, 2 p.m., and 4 p.m.
Sunday, November 22 at 10 a.m., noon, and 2 p.m.

ADMISSION PRICES ROLLED BACK!

Admission: \$8 for adults; \$6 for children (6-12) and senior citizens (62+); free admittance for children age 5 or younger. Tickets can be purchased at the door.

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