



THE CAT FANCIERS' ASSOCIATION, INC.

World's Largest Registry of Pedigreed Cats



PRESS RELEASE

FOR IMMEDIATE RELEASE

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CFA International Cat Show to be a “Family” Event

MANASQUAN, NJ – The Cat Fanciers' Association, Inc. (CFA) International Cat Show will truly be a “family” event this year, with activities for both adults and children. The show, on November 21 and 22 at the Georgia International Convention Center, will feature hundreds of pedigreed cats competing for the title of “Best in Show”.

Adults will enjoy learning about the 41 breeds of pedigreed cats, as well as taking part in the breed presentation ring where they can learn about the history and personality of the individual breeds. Additional speakers will offer talks on cat care and nutrition. Guided tours of the show hall, directed by members of the CFA Ambassador Program, will explain about the various activities at the show. Cruising through the cat “benching” area will give folks the opportunity to see the cats up close and personal, have a chance to feel and pet the “ambassador” cat in the breed council display areas, as well as discuss the cats with the breeders and exhibitors. Visitors should certainly be sure to spend some time in the judging ring, where all the important “action” really happens. Other action can be found in the feline agility ring, as cats weave through poles and jump through hoops in amazing time. In addition, the Meow Mall vendor area, the world's largest feline shopping mall, will be a purr-fect chance to stock up on a plethora of feline related items.

Children, and adults too, will enjoy several activities that Iams, a sponsor of both the show and CFA's Ambassador Program, will have in their booth area.

- Get a complimentary photo taken with a pedigreed cat – either a Maine Coon, an Oriental, a Devon Rex, an Ocicat, a Cornish Rex, or a Sphynx
- Put on a pair of faux “paws” and play the “Prebiotic Pitch” game – try your hand, er, paw, at throwing a bean bag ball through the hole in a target
- Pick up your free personal set of cat ears

Families will truly enjoy the “ambassador cats” that will be a part of many breed display booths. It will be a wonderful opportunity to feel the neat waves of a Cornish Rex coat, plunge your fingers into the deep coat of a Persian, or feel the suede-smooth “hot” body of a Sphynx. These cats, and more, will welcome all the loving and petting that you want to bestow on them.

The cats at home will also appreciate and enjoy their owner's visit to the cat show as visitors will be able to bring back free samples of Iams cat food.

The Cat Fanciers' Association, Inc.,

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About the Cat Fanciers' Association, Inc.

The Cat Fanciers' Association, Inc.TM (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. Complete show information can be found at <http://www.cfa.org/catlanta>.

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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