



# THE CAT FANCIERS' ASSOCIATION, INC.

World's Largest Registry of Pedigreed Cats

## **FOR IMMEDIATE RELEASE**

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## **CATS TO TAKE CENTERSTAGE ON NEW WEB SITE**

Manasquan, NJ – June 8, 2010 – The Cat Fanciers' Association, Inc. (CFA) announced today that it has launched a new web site that will appeal to the owners of all cats worldwide, be they pedigreed or random-bred. [CatsCenterstage.org](http://CatsCenterstage.org) is an undertaking of the CFA Outreach and Education Committee, whose purpose is to actively reach out to segments of the public who own a cat as a pet. This new site will provide all cat lovers with a central resource for information on their favorite pet – the feline.

Without doubt, cats are the number one pet in the USA. Studies by the American Pet Products Association indicate that there are 93.6 million owned cats in the US, with 38.2 million homes owning at least one cat. Multi-cat homes number 56% of the 38.2 million cat-owning homes. Those numbers don't take into account the number of people who care for feral cats that spend their lives outdoors.

Cat owners are constantly searching the internet for information about the breed of their cat, the color and pattern of their cat, what is a proper diet, what does good health care entail, how to clip claws, etc. CatsCenterstage aims to answer all of those questions, and more, through a wealth of information on their site:

- Cat breeds, colors and patterns are described in full detail, with photographs.
- The pedigreed breeds are described, with photos, including their individual personality traits, owner comments and photos submitted by CatsCenterstage members.

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- Experts on health care, behavior, nutrition and grooming answer questions posed by our members.
- Links to feline health resources include specific information on well over 100 cat care topics.
- Feature articles include stories about stray cats, an adoption center set up by a CFA cat club, and tips on how to take the best photos of your cat.
- The CatsCenterstage Community is a discussion forum with free membership registration. Members can use to post about a variety of cat related topics and events as well as let others know about their cats and experiences.
- The topic of Cats in Need is explored through articles about stray cats, adoptions, feral cats and their care, and disaster preparedness.
- A variety of fun things to do can be found in the Catnip Center – crosswords, jigsaw puzzles, quizzes, etc.
- The Boutique will offer quick looks at upcoming new cat products for play or care, as well as provides consumer reviews on a number of specific products.

With the cat-owning public clamoring for information about the cat, it is anticipated that [CatsCenterstage.org](http://CatsCenterstage.org) will quickly become a leading resource for cat owners worldwide.

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

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](http://www.cfa.org)

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