

FOR IMMEDIATE RELEASE

**Meow, Hiss, Purr: Celebrate Cats in Honor of
National Cat Day, October 29, 2012**

*NAPPS Offers Tips for Celebrating Our Feline Friends and Understanding the
Difference between Strays and Feral Cats*

MOUNT LAUREL, N.J. September 5, 2012 –The National Association of Professional Pet Sitters (NAPPS), a nonprofit organization dedicated to promoting the welfare of animals, calls attention to National Cat Day and urges pet parents to honor their furry felines in celebration on October 29, 2012.

According to the American Pet Products Association (APPA), approximately 86 million pets in the United States are cats. NAPPS encourages pet parents to take the opportunity to celebrate their faithful feline friends, and offers these tips:

- Reward your cat with his favorite treat or a new toy—filled with catnip!
- Change is good! Be sure to routinely refresh your cat's litter box and dispose of waste
- Schedule a visit with your vet and be sure all of Fluffy's vaccinations are up to date
- Who says manicures and pedicures are just for the parents?! Give your kitty a fresh look by carefully filing his claws
- Join your favorite four-legged friend for a well-deserved cat nap on your favorite chair
- For prospective pet parents: visit your local animal shelter and consider adopting a cat

“It's important to show your pets that you appreciate their companionship and loyalty,” said John D'Ariano, president of NAPPS. “Holidays like National Cat Day and National Dog Day help remind us that our furry family members deserve to be honored and celebrated.”

NAPPS reminds pet parents that sometimes less is more. Celebrate your cat without overwhelming him. A simple scratch under the chin and a welcoming lap can be just what he needs to feel loved and appreciated.

In addition to the many resident cats across the country, there are an overwhelming number of stray cats and feral cats, occupying the streets nationwide. According to Alley Cat Allies, a national advocacy organization dedicated to protection and humane treatment of cats, there's an important difference between stray and feral cats. A stray cat is usually a homeless pet that has been socialized by humans and once lived indoors. A cat becomes a stray once it leaves its human companions and experiences little interaction with people. Unlike feral cats, stray cats have the potential to become resident pets again, living indoors and socializing with humans and other pets.

Alley Cat Allies describes feral cats as “a cat who has either never had any contact with humans or her contact with humans has diminished over time.” Feral cats will likely find a hiding place to avoid coming in contact with humans, while stray cats may approach a person and offer a friendly interaction.

This October, celebrate all cats—honor your resident cats and advocate for stray and feral cats. Help spread awareness about stray and feral cats and educate other pet parents about the importance of spaying and neutering resident pets.

About NAPPS: NAPPS is the only national non-profit trade association dedicated to serving the needs of professional pet sitters. The Association aims to help the pet owning public, those interested in pet sitting, and professionals engaged in the in-home pet care industry by fulfilling its vision statement, serving as “the most respected authority in professional pet sitting.” It does so by providing the tools and support to foster the success of its members. Additionally, pet parents can benefit from NAPPS’ free resources including a disaster preparedness guide, tips on how to select a pet sitter, nationwide referral service, and quarterly teleconferences aimed to educate the pet owning public. To find a pet sitter in your area, check out NAPPS’ nationwide “Pet Sitter Locator” at www.petsitters.org. For more information on NAPPS, please follow [@TheNAPPS](https://twitter.com/TheNAPPS) on Twitter or join us on Facebook at facebook.com/TheNAPPS.

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