

GET YOUR CAT FIT IN THE NEW YEAR

Bideawee and Halo Pets Food Team Up to Help Seven Adoptable Cats Loose Weight and Get in Shape

FOR IMMEDIATE RELEASE

Contact: Tina Loncaric, 646.341.1012 or e-mail: tina.loncaric@bideawee.org

New York, NY- 2/6/2009-Abbie and Missie, Jack, Dixie, Adriel, Violet, Emily, and Suki are lovely, adorable adoptable cats who live at Bideawee's adoption. They all have one thing in common – they need to lose that extra weight! They want to run faster, look even better, and become absolutely irresistible to prospective adopters.

Starting Friday February 6th, these eight cats at our Manhattan, Wantagh, and Westhampton locations will participate in an eight-week long dieting program that gradually replaces their current food. Each Monday the cats will be weighed and body condition scores will be assessed by the same veterinarian throughout the program.

While many pet owners know the importance of keeping dogs in shape, it's just as important for cats to get exercise. Obesity in cats can result in many serious conditions, including diabetes, cardiovascular disease, arthritis, back problems, and joint deterioration. For pets just as with people, a healthy diet plays a large role in their well-being. Pet foods that use high-quality proteins and vegetables instead of by-products help dogs and cats thrive and stay healthy longer.

The new diet is provided and donated by Halo Pets Food. Halo's food lines for cats and dogs are made of all-natural and healthy ingredients to help pets keep and maintain their good looks and body weights.

To track the progress of these eight adorable cats, visit www.bideawee.org. Newly uploaded photos of the cats' progress will be available every week throughout the eight-week program.

If you are a cat owner, it is also important to remember to exercise your cat. Many cats, however, don't like to walk on leash. You may need to buy new toys or catnip to make your cat more active. Using toys and household items that will get your cat to leap and stretch, run up and down stairs, and climb are great ways to make them more active.

About Bideawee

Founded in 1903 by Mrs. Flora D'Auby Jenkins Kibbe, Bideawee, which means "stay a while" in Scottish, is one of the oldest humane organizations in the United States. Bideawee's three locations in New York, Wantagh, and Westhampton is home to approximately 250 to 300 animals at any time and place thousands of dogs, cats, puppies and kittens in loving homes every year. The organization operates two full service veterinary practices in Manhattan and Westhampton and is also home to two of the oldest and largest Pet Memorial Parks in the country located in Wantagh and Westhampton, NY. Bideawee's Learning Centers in

all three locations provide a wide range of educational programs and fun activities that help strengthen the bond between people and pets. Our mission is to promote and support safe, loving, long-term relationships between people and companion animals by providing a continuum of services and programs that are innovative, personalized and of high quality.

Bideawee is a not-for-profit 501 (c) 3 humane organizations and 100 % of Bideawee's funding comes from private sources. For more information, please visit www.bideawee.org.