



**Media Contact:**  
Stephanie Krol  
Matrix Partners  
773-580-9726  
skrol@matrix1.com

## **Sponsor a Shelter with Imperial Cat to Honor Adopt-A-Cat Month**

*Customers can donate scratchers to animal shelter of their choice*

**Morrilton, AR – (May 27, 2010)** According to the American Humane Society, animal shelters rescue approximately 4 million cats each year. Unfortunately, in the nation's recent economic crisis another, equally serious, crisis has developed in the pet world. Animal shelters across the country are facing slashed funding while the number of lost, abandoned and donated pets is steadily increasing. Shelters are literally littered with homeless felines.

To comfort misplaced cats and promote June as Adopt-A-Cat month, Imperial Cat has expanded their brand of high-end feline lifestyle products to include Scratch 'n Bits™, an affordable line of scratchers made exclusively for shelter cats.

Scratch 'n Bits' simulated tree bark, or honeycomb texture, satisfies kitty's natural instinct to scratch and promotes a healthier feline lifestyle. By providing an affordable scratcher for shelters, misplaced felines are able to mark their territory and feel a little more at home. Once adopted, owners are encouraged to bring kitty's Scratch 'n Bit home with them, to help the cat transition and discourage anxious clawing at household furniture – the leading reason for relinquishing household cats.

This June, to further promote pet adoption and Adopt-a-Cat month, Imperial Cat customers have the option to purchase and ship a case (20 to 25 units) of Scratch 'n Bits directly to the shelter of their choice for only \$20. Imperial Cat's Director of Sales, Kristie Hamilton comments, "Cats are more than our business, they're our priority. If there is a feline need Imperial Cat wants to be the solution. No cat should be forgotten, especially ones in need of a home."

Because Imperial Cat wants every shelter cat to be happy and healthy, Scratch 'n Bits come in several shapes and are available in both vertical and horizontal styles – to fit a variety of shelter spaces. Scratch 'n Bits are made in the USA, from 68% post consumer recycled materials, and are 100% recyclable. Visit [www.ImperialCat.com](http://www.ImperialCat.com) to make your Scratch 'n Bit donation and help your community shelter today.

### **About Imperial Cat**

For more than 20 years, Imperial Cat has manufactured high quality, eco-friendly and natural cat products developed to enhance the lives of cats and their owners. For more information, please visit [www.ImperialCat.com](http://www.ImperialCat.com) or contact Kristie Hamilton at 501-354-8466.

###

**Media Note: Interviews, Product Samples and Photos are Available.**