

SUREFLAP HELPS CATS PROTECTION RESPOND TO KITTEN FEVER

The warm summer and long light days is causing a kitten epidemic and many people don't realise that a kitten can breed from just five months. Cats Protection is urging owners to have their cats neutered and microchipped to reduce the number of abandoned cats flooding into shelters. To help the organisation's valuable work SureFlap, the microchip cat flap company, is running a special promotion during August.

Cats normally breed between February and October but the mild winter of 2008/9 extended the season and this summer's warmth and long daylight hours has accelerated the breeding cycle. Pregnancy lasts 63 days and can result in an average of four to six kittens per litter.

Cats Protection recommends neutering cats from four months of age to prevent litters of unwanted kittens and keeping up to date with parasite treatment and vaccinations to ensure cats stay healthy. But not all of the cats at shelters are abandoned as, during the summer, pets also go walkabout.

Maggie Roberts, Director of Veterinary Services at Cats Protection says: "Having your cat microchipped will dramatically increase the chances of a happy reunion if a pet cat goes missing. Whereas collars can be removed, get snagged or lost, a microchip will always stay with the cat as permanent identification."

SureFlap, the first multi-format microchip-operated cat flap, is recommended by vets. It allows only the pet to access the home, preventing intruders entering and eating the cat's food. This is particularly beneficial during the summer when some cats are left at home whilst owners go on holiday and fed by a neighbour. It can also be locked to keep cats in at night.

Customer feedback says that timid cats feel more secure with SureFlap and owners have saved money as they are no longer feeding the neighbourhood!

Judith Bank, Marketing Manager, SureFlap comments: "As cat lovers we have been very concerned about the increase in cats at the shelters this year and were keen to support Cats Protection in encouraging responsible pet ownership. The promotion gives a donation to the charity during its busiest time of year."

SureFlap will provide a £5 discount and make a donation to Cats Protection for every cat flap sold to a Cats Protection supporter during August. To take advantage of this offer, customers need simply enter the promotional code CPWEB10 when purchasing a microchip cat flap from www.sureflap.co.uk.

- ENDS -

CAT CARE TOP TIPS WHEN LEAVING YOUR PET WITH A NEIGHBOUR

- Check there is clean, fresh water available in more than one place, in case one gets spilt or dirty. Water should be changed daily.
- Write down any special feeding instructions including amounts. Inform them of the cat's usual eating, drinking and toileting habits so that they are able to tell if the cat is behaving unusually. This could be a sign that the cat needs to see a vet.
- Ask them to check the house for any birds or mice which might have been brought in.
- Tell the neighbour the cat has been microchipped and provide details of your vet.
- Before going away ensure that the cat's worm and flea treatment and vaccinations are up to date.

Notes for Editors

For further information, please contact:

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About SureFlap

The SureFlap microchip cat flap can recognise a cat's individual microchip, and will only open for cats whose identity is stored. It uses patented low-power RFID technology developed in Cambridge (UK) by Dr Nick Hill, and runs on 4xAA batteries.

Recommended by vets, SureFlap works with 9, 10 and 15 digit microchips and can be programmed to recognise up to 32 cats. For more information visit www.sureflap.co.uk.

About Cats Protection

1. Cats Protection is the UK's leading cat welfare charity and helps 215,000 cats and kittens each year through a national network of 253 volunteer-run branches and 29 adoption centres.

2. Cats Protection's vision is a world where every cat is treated with kindness and an understanding of its needs.
3. Cats Protection's registered charity number is 203644 (England and Wales) and SCO37711 (Scotland). Founded as the Cats Protection League in 1927, the charity adopted the name Cats Protection in 1998. We ask that you use the name Cats Protection when referring to the charity in all published material.
4. More information about the work of Cats Protection can be found at www.cats.org.uk.