



MICROCHIP CAT FLAP ENSURES YOUR CAT IS HOME SAFE

SureFlap supports Cats Protection with a summer cat care campaign

Cat owners planning a trip away over the summer can gain greater peace of mind by microchipping their pet before they travel, according to Cats Protection, even if they are leaving the pet at home for a neighbour to feed. Cats can wander when their routines are disrupted so, identifying your pet with a microchip will not only increase the chance of your cat being returned, but it also removes the need for collars and can even give your cat its own 'front door key'!

Cats Protection recommends microchipping, where a chip the size of a grain of rice is injected by a vet into the loose skin at the back of the cat's neck. It works like a barcode and means that if the cat gets lost, an animal welfare organisation or veterinary surgery with a scanner will be able to find out where it lives and who its owners are.

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."

This technology can also be used to operate a cat flap. The unique identifier is used like a door key by the SureFlap microchip cat flap allowing only permitted cats entry to the home. One of the reasons why SureFlap is recommended by vets, is that unlike magnetic cat flaps, it doesn't require a collar which can be easily lost or caught on branches when the cat explores.

The idea for SureFlap came from Cambridge scientist Dr Nick Hill. He had been working on a new type of identification and tracking technology and when frustrated by intruder cats coming in and eating his cat's food he saw the perfect application for his work! SureFlap is a low energy device which operates for up to a year on 4 AA batteries and can be fitted easily into a door, window or wall.

An additional benefit of SureFlap is that it locks securely when not in use so that unwanted cats cannot get into the house while the owner is away. This feature can reassure a neighbour that the cat is returning regularly to eat its food. Even if the

neighbour only pops in once a day and never actually sees the cat, if the food has gone they know it can't be another cat getting in and eating the food.

As well as microchipping your cat, Cats Protection also recommends neutering cats from 4 months of age to prevent litters of unwanted kittens and keeping up to date with parasite treatment and vaccinations to ensure cats stay healthy.

To encourage responsible pet ownership and support Cats Protection in its valuable work, SureFlap will provide a £5 discount and make a donation to Cats Protection for every cat flap sold to a Cats Protection supporter during July and 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

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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 193,000 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.