

FOR IMMEDIATE RELEASE

June 25, 2013

Media Contact: Heather O'Steen

hosteen@association-partners.com

908-359-9351



AAFP Debuts Newly Redesigned Website *New site offers new features, expert feline content, and enhanced search and navigation*

Hillsborough, NJ (June 25, 2013) – The American Association of Feline Practitioners (AAFP), an organization that supports the highest standards in feline care, launches two key communications initiatives — a redesigned website (www.catvets.com) to provide members and cat owners with an improved online experience and a new responsive mobile site for smartphones for easy access on the go.

“This website is a true resource for AAFP members, feline practitioners and cat owners,” said Roy Smith, DVM, and president of the AAFP. “Our overall goal was to create a more robust site that would serve as a central hub for feline education and support.”

Visitors to the refreshed www.catvets.com will find the following:

- **Modern, sophisticated design** — Created with the user experience in mind, the site layout is clean and simple, enabling users to quickly locate what they need.
- **Simplified search elements** — The website home page features the Find a Veterinarian or Cat Friendly Practice search, as well as new rotating content and information about featured news items, scientific resources, education opportunities and further updates.
- **Specialized landing pages** — New drop-down choices in the areas of About AAFP, Members, Cat Friendly Practice, Education, Practice Guidelines and Cat Owners will encourage effortless navigation.
- **Brand new member center** — AAFP members can access valuable benefits with a single login and password including the JFMS online, past conference proceedings, free classified ad posts and management, AAFP VIN Rounds and archived transcripts, archived e-newsletters and much more.
- **Optimal viewing experience** — Adding to the list of benefits, the website has been designed to be compatible with several browsers and mobile devices such as smartphones and digital tablets.

“The future development of this site is very important to AAFP,” said Smith. “We are committed to taking this to the next step by evolving and adding new content, visual enhancements and other online offerings.”

To see the new website, please visit www.catvets.com

###

About AAFP

The American Association of Feline Practitioners (AAFP) improves the health and welfare of cats by supporting high standards of practice, continuing education, and scientific investigation. The AAFP has a long-standing reputation and track record in the veterinary community for facilitating high standards of practice and offers practice guidelines to veterinarians. Over the years, the AAFP has encouraged veterinarians to continuously re-evaluate preconceived notions of practice strategies in an effort to advance the quality of feline medicine. For more information, go to www.catvets.com.