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**IMMEDIATE RELEASE:**

**New Educational Website for Cat Caregivers Who Want the Best for Their Cats**

*Powered by Feline Veterinarians, Website Allows Caregivers to Say “Goodbye” to Dr. Google*

**HILLSBOROUGH, NJ (January 11, 2017)** – The American Association of Feline Practitioners (AAFP), whose mission is to improve the health and welfare of cats, has launched “The Cat Community:” [www.catfriendly.com](http://www.catfriendly.com). Powered by feline veterinarians, catfriendly.com provides cat caregivers with reliable and valuable educational information. Cat caregivers will be able to learn about their cat’s innate behaviors, the importance of routine veterinary care, how to take great care of their cat, and answer many of their most pressing questions, such as why does their cat scratch? Veterinary professionals can use the website as a client resource.

“Better education for cat caregivers means better care for cats,” said Dr. Lauren Demos, BVMS, HonsBSc, and President of the AAFP. “As veterinary professionals, catfriendly.com provides us with a platform to supply cat caregivers with credible content on feline health so that if they do turn to an online search, they know this information is reliable. However, no amount of online education can replace the relationship between a caregiver and their veterinarian.”

The website includes critical information in the following areas of focus:

- Cat Care at Home
- Keep Your Cat Healthy
- Diseases
- Why Does My Cat....
- Be a Cat Friendly Caregiver
- The Toy Box (offers the opportunity to share photos, take quizzes, and engages cat caregivers while still focusing on education).

The site also features a “Find a Veterinarian or Practice” search database so cat caregivers can locate an AAFP member veterinarian or **Cat Friendly Practice**® in their area. The importance of fostering a close

relationship with a veterinarian is highlighted throughout the site and caregivers are encouraged to contact their veterinarian for both sick visits and vital routine preventive care check-ups.

Join the Cat-Friendly movement and visit: [www.catfriendly.com](http://www.catfriendly.com). Please use the website url freely and share it with your clients, colleagues, and community. It's a great resource to link to on your practice website and social media pages. *You care, we care, cat care.*

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#### **About the American Association of Feline Practitioners**

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 publishes guidelines for practice excellence which are available to veterinarians at the AAFP website. 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 practiced. Launched in 2012, the **Cat Friendly Practice**® (CFP) program was created to improve the treatment, handling, and overall healthcare provided to cats. Its purpose is to equip veterinary practices with the tools, resources, and information to elevate the standard of care provided to cats. Find more information at [www.catvets.com](http://www.catvets.com).

#### **About The Cat Community: Catfriendly.com**

Powered by feline veterinarians, catfriendly.com provides caregivers with credible, valuable, and reliable educational information. Caregivers come away from the site learning more about their cat's innate behaviors, the importance of routine veterinary care, how to take great care of their cat, and be able to answer many of their most pressing questions. The website was created by the American Association of Feline Practitioners (AAFP) with the goal of creating an online community of cat caregivers who want to provide the very best care for their cat. For more information, visit: [www.catfriendly.com](http://www.catfriendly.com).