



***Innovations* TV Series to Feature American Association of Feline Practitioners, Airing via Discovery Channel**

DMG Productions explores the latest advancements in feline health

Hillsborough, NJ—The American Association of Feline Practitioners (AAFP) has just announced that they will be featured in an upcoming episode of *Innovations with Ed Begley Jr.*, airing mid 2015 via The Discovery Channel. *Dates and show times TBA.*

The AAFP improves the health and welfare of cats by supporting high standards of practice, continuing education for veterinary professionals, and scientific investigation. In this segment, *Innovations* will educate viewers about the AAFP's dedication to advancing the field of feline care through supporting veterinary professionals in elevating the standard of care for cats.

The association also focuses on educating cat owners to increase their understanding of feline behavior, the value of veterinary care, and the need to actively participate in their cats' individual healthcare plan. Viewers will learn about the AAFP's Cat Friendly Practice Program (CFP) designation, which contains the tools necessary for veterinary professionals to integrate a feline perspective and embrace the standards needed to elevate care for cats.

"AAFP members consist of veterinary team members and top experts in the field of feline medicine. Our participation in the *Innovations* series will allow us to showcase how our members and the association are positively impacting and improving the quality of care for cats," said Susan Little, DVM, DABVP (Feline), 2015 AAFP President.

The CFP program lays the groundwork and sets the standard for providing optimum feline care, and supports creating a cat-friendly environment that can reduce the stress that is associated with the visit for cats, clients, and even veterinary staff.

"Through publications, education, and thriving relationships with other organizations, the AAFP engages the veterinary community and its members by facilitating the exchange of scientific data and ideas to benefit cats," said Ryann Watkin, producer for the series. "We look forward to providing this information to our viewers."

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. The Cat Friendly Practice program is the newest effort 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. For more information or to find a Cat Friendly Practice by you, visit: www.catvets.com.

About Innovations and DMG Productions:

Innovations, hosted by award winning actor Ed Begley, Jr., is an information-based series geared toward educating the public on the latest breakthroughs in all areas of society. Featuring practical solutions and important issues facing consumers and professionals alike, Innovations focuses on cutting-edge advancements in everything from health and wellness to global business, renewable energy, and more.

DMG Productions (responsible for creating the Innovations show) includes personnel specialized in various fields from agriculture to medicine, independent films to regional news and more. Field producers work closely with experts in the field to develop stories. This powerful force enables DMG to consistently produce commercial-free, educational programming that both viewers and networks depend on.

For more information visit: www.InnovationsTelevision.com. You can also contact Ryann Watkin at (866) 496-4065 x 813 or via email at: Ryann@InnovationsTelevision.com