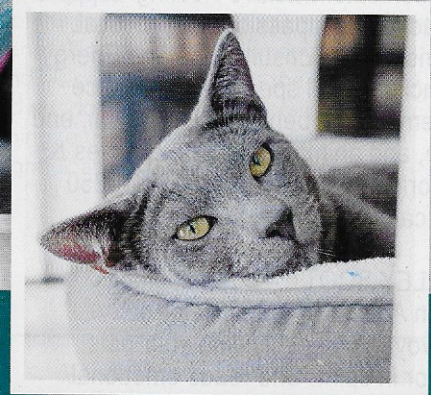
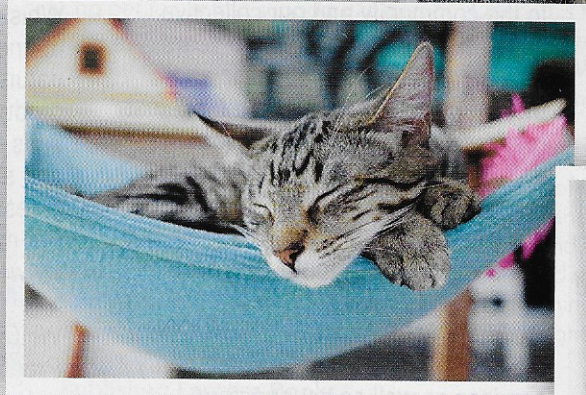
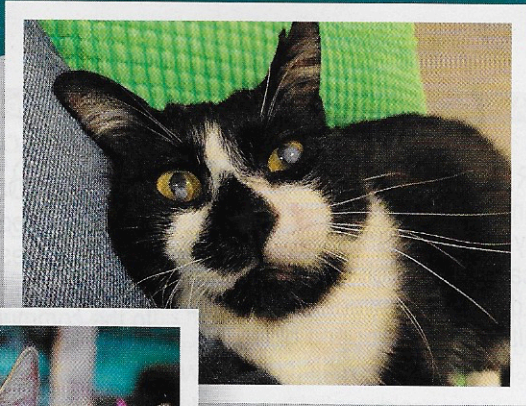




CAT TOWN



Animal Wellness will donate 25% of each subscription purchased using promo code **CT** to Cat Town.



Photos courtesy of Cat Town.

Cat Town rescues luckless felines like Bubba (top right) and takes steps to transform them into happy, trusting house cats.

LOCATION: Oakland, CA

YEAR ESTABLISHED: 2011

NUMBER OF STAFF/VOLUNTEERS/OR FOSTER HOMES: Cat Town has 11 staff members and about 200 volunteers and foster families.

TYPES OF ANIMALS THEY WORK WITH: They rescue elderly, frightened, stressed, and sick or injured cats who would otherwise be killed. "By focusing on these overlooked cats, we've helped reduce the euthanasia rate for Oakland's shelter cats by more than 70% since 2011, and have shared our approach with rescue organizations in more than 60 cities," says Quinn White, Development Director.

SPECIAL PROJECTS: Cat Town runs four key donor-supported programs:

Forgotten Kitten Project – a national model that helps under-socialized kittens aged three to ten months learn to trust humans, so they can be adopted rather than euthanized.

In It for Life – a program that removes medical care as a barrier to senior cat adoption by covering the cost for the rest of the cats' lives.

Emergency Medical Fund – allows Cat Town to step in to support cats with urgent and treatable illnesses and injuries, fast-tracking urgent care where it's most needed.

Foster Program – provides cats who get stressed in a shelter cage with a calm environment so they can feel safe, reveal who they are when they aren't fearful, and get adopted.

FAVORITE RESCUE STORY: "Bubba is permanently engraved in my heart," says Dawn Pieper, Cat Town's Foster Coordinator. "When I first saw him at the shelter he was angry, hissing and frozen. I noticed he had scars on both his eyes, but his vision was still fine. From his behavior, I thought he was feral, but then I learned he had experienced unbearable abuse at the hands of some neighborhood kids."

Dawn made it her mission to teach Bubba to trust humans again. She worked with him for six weeks, and eventually he began to show a friendlier side of himself. "That's when I knew he wasn't feral, and that Cat Town could help him," she says.

Over the next couple of months, Bubba blossomed into a snuggly lap cat. He was deemed ready for adoption, and melted the hearts of a young couple looking for their first feline companion. "From that day on, Bubba has slept on the bed between them," says Dawn. "It's hard when cats like Bubba arrive at the shelter, but knowing we can help them be happy by giving them the time and love they need makes what I do every day the most rewarding job I could ask for."

Find Cat Town online:

cattownoakland.org | facebook.com/cattownoak
instagram.com/cattownoak