Cat's Cradle
Advertising Proposal

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Executive Summary

Our team developed a campaign for Cat's Cradle, a non-profit organization that carries out adoptions of cats, provides foster homes for cats, and executes the TNR (trap, neuter, return) program. Their mission is to make the Shenandoah Valley a no-kill area by spreading awareness of spaying and neutering cats and to "maintain a safe, compassionate community for cats and dogs." Through our many individual talents, such as writing, design, business, and public relations, our diverse group has provided a proposal for effectively executing our goals and objectives that directly connect with the Cat's Cradle's mission.

Our proposal for Cat's Cradle has two goals to help this organization succeed. First, we wanted to ensure that Cat's Cradle became the go-to outlet for adopting cats in the Shenandoah Valley. Our second goal is to increase the awareness of the benefits of adopting cats. We chose these goals because we have the best interest for promoting the adoption of cats. When these goals are implemented, a natural cycle will occur. With the more cats adopted, the more that people will communicate with one another about where they obtained their newly adopted cat. This automatically creates an increase in publicity, which in turn is spreading awareness of Cat's Cradle.

Our target market is families that live in the Shenandoah Valley. We chose this market because we want to promote the idea that in a busy family, a cat is the perfect pet because it is low maintenance and inexpensive (no grooming, no leashes, no trainer). Through our tactics, we have effectively designed each ad to appeal to the Valley family, and have positioned them in media that is available to them. Our strategy was to present a two-phase plan that organizes our variety of tactics by price. This gives the client the benefit of having valuable options to choose from.

Situational Analysis

Cat's Cradle is a non-profit virtual organization dedicated to creating a safe and compassionate community for cats and dogs within four counties in the Shenandoah Valley: Augusta, Page, Rockingham and Shenandoah. The organization adopts out over 30 cats per month in addition to providing spay and neuter assistance and operating an aggressive Trap, Neuter, Release (TNR) program. The organization was founded in 1998 by Pat Rossi, an advocate for a no-kill community for stray cats. Although adoptions were not the original focus of Cat's Cradle, this necessary function stymies some of the overpopulation issues within the Shenandoah Valley community.
The organization earns about $275,000 per year with hopes to earn an additional $225,000-475,000 in coming years. Cat's Cradle has also contributed to opening up the Spay/Neuter Clinic in the area to provide low-cost medical procedures.

Cat's Cradle has conducted various tactics within the Valley to become the go-to source for adoptions of cats. An informal survey established that 1 in 5 residents were aware of this organization. However, with 19 cats still dying every day, the organization needs further awareness.

The busy family has an interest in having a pet but limited time to care for it. The parents work while the children attend school. However responsibility is an important facet to a child's life. Adopting a cat as a first pet is a manageable option with the benefit of companionship.

Research

Primary:

Josie Kinkade, Executive Director for Cat's Cradle

-Statistics for Shenandoah Valley
    -Harrisonburg has a 20% save rate, compared to Charlottesville's 88% save rate
    -Harrisonburg has only 35 foster homes, compared to Charlottesville's 200
    -Petsmart is the main adoption outlet in Harrisonburg
    -60% of cats must be altered to drop overpopulation
        -Need to spay/neuter: 9000
        -Have spayed/neutered: 4500
    -3:1 death ratio of cats to dogs
    -19 cats die every day
-Cat's Cradle
    -1 in 5 know about Cat's Cradle
    -No facility – a virtual organization
    -Earns about $275,000 per year
        -Goal is $500,000 - $700,000 per year
    -Cat's Cradle adopted 400 cats out in 2007
        -Charge $80 per cat
    -Interested in increasing click-through on Petfinder
        -Currently: 3%
        -Recommended: 10%
-Spay/Neuter Clinic
    -Cat's Cradle conceived idea, wrote grant, bought building, hired director, raised
    $30,000
    -Vets perform 30-50 surgeries a day
        -Compared to average of 5-10
-TNR (Trap, neuter, return program)
    -30 calls a day to get cats
    -Lend traps, trap the cats, etc.
    -1000 cats on list
        -Only 1 in 5 cats make it out alive
    -Ear is clipped after they are neutered
-Adoption of Adult Cats
    -People over 35, who have had a cat before
    -Elderly, over 65, who want a quiet companion and don't want to outlive their pet
    -Someone involved with animal rescue who understands how hard it is to place an
    adult cat
-Miscellaneous
    -Never adopt a cat that is not spayed/neutered
    -A cat can get pregnant at 5 months, vets usually spay/neuter after 6 months

-Current Tactics
    -Word of mouth
    -Petsmart adoption outlet
    -Tabling events (Pets in the Park, International Festival, Children First TV3)
    -Speak at organization's meetings (typically around 6 a year)
    -Newspaper articles
    -TV3 Pet of the Week
    -Brochures
    -Annual yard sale
    -Call in to morning radio shows
    -Letters to the Editor

Secondary:

The Humane Society

-6-8 million cats and dogs entering shelters each year
-3-4 million cats and dogs euthanized by shelters each year
-3-4 million cats and dogs adopted from shelters each year
-Average number of litters a fertile cat can produce in 1 year: 3
-Average number of kittens in a feline litter: 4-6
-Nearly 34% of U.S. households own at least one cat
-18% of owned cats were adopted from a shelter
-87% of owned cats are spayed/neutered
-More female cats are owned than male cats (73% vs. 63%)

The Shenandoah Valley Spay/Neuter Clinic

-Page County Animal Shelter: 645 cats were killed in 2006
-Rockingham – Harrisonburg SPCA: 2,431 cats were killed in 2006
-Shenandoah County Animal Shelter: 547 cats were killed in 2006
-Most of these cats were healthy, behaviorally sound, adoptable animals
-Reasons to spay/neuter
    -Improved health and longer life
    -Reduced behavior problems
    -Fewer unwanted companion animals

Cat's Cradle, www.catscradleva.org

    -2006: Spay/neuter clinic performed 1419 surgeries
    -2007: Spay/neuter clinic performed 2385 surgeries

Daily News Record

    -Coverage area represents a market estimated at over $5 billion in spendable consumer income
    -Circulation of 31,318
        -68% of Harrisonburg population
        -51% of Rockingham county population
    -56 million newspapers sold daily
        -Average of 2.2 readers per copy

Challenges and Opportunities

Challenges:

- Funding in a down economy
- Competition for resources including the other animal shelters and indirect competition from other nonprofit organizations
- Cat population continuing to rise
- No facility to "house" the cats that are brought in
- Ideological attitudes toward cats

Opportunities:

- Community support for a "no kill" environment for cats
- Emphasize spay/neuter of animals with the Shenandoah Valley Spay Neuter Clinic
- Foster and Adoption for cats
- TNR (trap/neuter return) program of feral cats
- 1 in 5 people know about Cat's Cradle
- Operate in four different counties: Augusta, Rockingham, Shenandoah and Page
- Volunteers available

Target Audience

Currently, the overall demographic for Cat's Cradle is the middle-aged woman. Interest has been expressed in expanding that demographic to eventually increase cat adoption.

For adult cat adoption, we will target the families, especially those with young children. Those families will see adult cats as ideal first pets that are easily taken care of and loveable. Also, we want to adopt kittens in pairs. Families will also be targeted for this goal because kitten pairs don't require an extensive amount of supervision if they are adopted together. The kittens could grow up with the child(ren) as well. When dissected further, women are still regarded as the prime consumers of our media as they are actively involved in the community and are going online for news. Also, women are known for their nurturing skills, and are likelier to adopt.

Although the busy family has to worry about soccer practice, groceries, and the like, they desire the affection and responsibility that comes from caring for an animal. For that reason they are our initial target audience.

Key Messages

Adopt an adult cat during the winter

- With adult cats, you know what personality you will be getting
- Adult cats are much more calm, easily adapt to children
- Good first pet, teaches children responsibility
- Every cat deserves a home for the holidays

Adopt two kittens in the summer

- Two kittens will keep one another occupied when they must be left alone
- Children are usually home during the summer to take care of their new pets
- There are a lot of kittens born during the late spring months, so there are many kittens that need homes

Cat's Cradle offers the perfect companion

- A cat is less work than a dog
- A cat can be left alone during the day for longer than a dog can
- Cat's Cradle promotes a no-kill environment
- Cat's Cradle adopts out their cats with all their shots taken care of and spayed/neutered

Goals, Objectives, and Tactics

Goals:

- Increase adoption of cats in the Shenandoah Valley.
- Make Cat's Cradle the go-to place for adopting cats in the Valley
- Increase awareness of the benefits of adopting cats.

Objectives:

- To increase adoption of Cat's Cradle cats by 15% within one year.
- To increase awareness of Cat's Cradle as an adoption outlet to families by 20% within one year.

Tactics:

Phase I

- letters to the editor
- news releases
- poster ad
- banner ad
- winter banner ad
- spring banner ad
- newspaper ad (black and white)
- bus ad
- radio PSA
- children's activity book

Phase II

- Search Engine Optimization of Web site
- promotional items (blankets)
- ad for grocery carts
- newspaper ad (color)
- inserts

Explanation

Print Tactics

News Releases/Letters to the Editor: Phase I

A news release and a letter to the editor are both free to produce and to submit to various news outlets. They provide information about what's going on with Cat's Cradle, and can help keep this organization at the forefront of people's minds when it comes to adopting cats. We would write about five news releases per year: one

per season and one for a special or urgent event. A letter to the editor in a newspaper can also provide a personal perspective that people could relate to.

The Daily News-Record Ad: Phase I
This Harrisonburg newspaper has a circulation of 31,318 and is the most depended on advertising source in this area. We would use a black and white quarter-page ad (5"x5 ¾") at $32/inch.

Shenandoah Living: Phase I
Advertising in Shenandoah Living Magazine would reach an average of 40,000 people. The magazine is released quarterly. According to the company website, the magazine's readers are educated and employed in professional positions. Shenandoah Living is also found in physician waiting rooms and libraries—all places where families could see the ads. A half-page ad on Page 3 (a premium position) would cost $960.00. The ad could circulate during the winter season.

Posters: Phase I
Posters that are 11" x 17" in size printed from FedEx Kinkos on South Main Street would cost $1.78 each, and for ten full color posters, that would be $17.80. These posters would be displayed at the clinic where the Cat's Cradle cats are spayed or neutered, and in the PetSmart from where the cats are adopted.

Bus Ads: Phase I
Bus ads are an effective way to get the word out about Cat's Cradle to families because many families see buses in passing throughout Harrisonburg. Bus route 5 would be the most beneficial route on which to place an ad because it travels throughout residential areas and downtown Harrisonburg, where most families would spot them. The fee for an exterior bus ad is $200/month. For three months the total would be $600. There is also one-time production fee of $200.

Child Activity Book: Phase I
An activity book is a tactic that will appeal to children. The book will consist of a title page, a "connect-the-dots" page, a maze, and 4 coloring pages representing each season, reflecting our messages. The books can be made online at lulu.com. The cost for a seven- page, coil bound book costs $2.36 per book. Purchasing 300 books would total $708.00.

Grocery Story Shopping Carts- Phase II
Kroger: 513-762-4000—Cooperate Switchboard
Martin's: 1-888-562-7846—Sophia Wilson, Marketing Dept.
Food Lion: 704-633-8250—Donna Hunter, Marking Dept.

Seasonal Inserts: Phase II
Seasonal Inserts will be full color 8.5" x 11" in size for The Daily News-Record. There will be two periods of distribution: one in the summer and one in the winter. The Daily News-Record insert will run in the summer months of May, June and July and

the winter months of November and December. If we had 32,000 inserts preprinted at Kinko's at 30 cents a sheet, it would be $9,744 per issue, and the distribution fee would be $2,016 per issue. If they were distributed once a month for 5 months, the total for preprinting would be $48,720 and distribution would be $10,080.

Online Tactics

MyLocalLookup.com: Phase I

MyLocalLookup.com is a site that lists businesses according to zip code. A person could type in a zip code and have events, restaurants, hotels and other businesses at his or her fingertips. Since Cat's Cradle is serving the Shenandoah Valley, this is a great option to target local people. Also, advertisements for MyLocalLookup appear on the WHSV TV3 station, directing traffic to that site as well. We would like to create a basic business listing on this site, and it would be $348/year. Cat's Cradle could also place a small text ad on this site at $10/month. The text ad can be seen upon first glance when someone accesses MyLocalLookup.com.

GoLookOn.com: Phase I

GoLookOn.com is similar to MyLocalLookup.com in that it provides a place for people to search local listings for events and businesses. Listings are usually free for non-profit organizations and for businesses benefiting the community. GoLookOn.com can also offer advertising in other mediums, like print, radio and TV. We would also like reach out other to Harrisonburg specific online directories, such as www.harrisonburgva.gov

Banner Ads – Phase I

We would put a banner ad on dnronline.com, the online version of Harrisonburg's Daily News Record. For this site, we selected the leaderboard banner ad (720 x 90 pixels), which would display at the very top of the web page, thus offering maximum visibility. We would have to purchase a minimum of 100,000 showings of the banner (impressions) and a minimum run of one week on the site. The price per thousand impressions is $8.50, so minimally the price would be $850. Many families are now turning to the internet for more specialized news.

SEO-updates: Phase II

Search Engine Optimization is vital for a virtual organization such as Cat's Cradle. Currently Cat's Cradle ranks tenth on Google for the name of the organization. The higher a site ranks, the more likely users will visit. Upon researching the HTML coding for the Web site, no keywords, no descriptions, and limited title tags exist. We would like to improve the Web site so that visitors have a true resource in finding a cat to adopt. This can be addressed through hiring a SEO company or by following SEO guidelines.

Radio Tactics

PSA

Public Service Announcements will be aired on Harrisonburg radio stations: WSVA-AM, WJDV-FM, and WTGD-FM. These stations were chosen based on their

programming geared toward news and information and the type of audience they draw in coincides with our target publics. We have created a 30-second announcement script that the radio stations can play when they have time. These stations also offer the option of scheduling specific times. We do not recommend this because it's already possible to air the PSA for free.

Promotional Items-Phase II

Blankets

Logo embroidered blankets are effective promotional items. If they are given at the time of adoption the adopter will remember where they got their cat and the blanket could present itself as a conversation starter if displayed in the family home. There are many different companies in the Harrisonburg area but we consulted with Derek at SOS Advertising located on Grace St. for pricing figures.

480 50" x 60" fleece blankets: $7.09 each

Logo embroider: $6.00 each

Total: $6,283.20

Here is the link: http://www.sos-ads.com/ProductDetail/ProductDetail.aspx?Ntt=blanket&Ne=50&Ntx=mode+matchallpartial&BWS=0%7c1&N=0&DPSV_Id=432940&No=168&Ntk=WordSearchAsiLinename&Nr=LMSiteEligibility:1&Ns=QUR|0||P1|0&id=5139676&pSRVC_Id=65

Or

Sweatshirt blanks with embroidery included= $25.00/each

Total: $7,500

Team Agency

Our team is ideal because we are all heavily invested in the world of writing and designing. Several of us are double majoring in media arts and in communication making us not only skilled in creating advertisements but in strategizing as well. As media arts and design students, we are extremely proficient in computer design programs. As cat owners and lovers, the team understands how to in turn promote the organization's mission, which is also benefited by the team's access to the community through both working and volunteering.

As far as individual contributions, Quinncee Payne serves as the publicity chair for her sorority as well as advertising chair for the Black and Latino Greek Caucus. These positions give her wide experience in developing advertisements that work.

Through three previous internships in graphic design, one of those at a advertising agency, Leila Saadeh contributes her design knowledge and background to designing the ads for this campaign. Her experience is an advantage in knowing the different expectations of a campaign and how to approach them successfully.

Our extensive writing background and knowledge of the industry through journalism courses contribute to the writing capabilities of our campaign as well and gives an added dynamic to our design strengths.

Chaney Austin has held a news anchor position with James Madison University's news program and positions as director and news anchor with her high school's news program ensuring her ability to understand stories that will appeal to news organizations.

Karlyn Williams has a strong background with journalism. She was a reporter and managing editor for her high school paper and now serves as a writer for James Madison University's yearbook. With this writing experience, she is able to draft quality news releases and other tactics.

As account executive, Lianne Palmatier has an extensive background in creating strategies that work through her public relations major and field experience. She has written proposals for campaigns before making her a vital contributor and director. She has been involved in coming up with tactics and implementing them through her internship at a public relations firm. She has also served as editor of chief of her high school yearbook and currently as a writer for the university's *Bluestone*. Through her experience in designing through both her public relations major as well as corporate communication she was consistently picked by campus organizations as having choice designs. Palmatier also has experience in the Web 2.0 field in which she has comprehensive knowledge of blogging and social networks as well as search engine optimization.

Evaluation

If given the opportunity to pursue this campaign, we will evaluate before, after, and most importantly, during the campaign. This is vital to make sure we are effective with our tactics. Our main goal is to increase adoption of cats in the Shenandoah Valley. Clearly then, we can keep a track record of all the adoption outlets' numbers of adopted cats. We will specifically evaluate Cat's Cradle's numbers to measure whether their adoption rate has increased and by how much. Overall, this will tell us whether we have met our goal. Our sub-goals will also be assessed. If more people are adopting cats in the Valley, the benefits of cats as a pet has been established. If adopters are choosing to use Cat's Cradle as their adoption vehicle, our sub-goal of making them an expert in the field and go-to place for adoptions has succeeded. A follow-up telephone survey will also establish whether the population's familiarity with the organization has improved from its current 20 percent.

To meet our objectives, we will concentrate on our tactics. We will ask adopters where they heard about Cat's Cradle to find where our advertising was most effective. Likewise, because the Internet provides tools to evaluate effectiveness, and because the Internet plays an important role in our campaign due to the virtual nature of the organization, we will consider those results primarily and determine our efficiency.

If given the opportunity to implement this campaign, we will be able to expand upon current advertising and publicity measures as well as to introduce new tactics for Cat's Cradle. We believe that the overpopulation of cats continues to plague the Shenandoah Valley. Our campaign aims to raise awareness of the overpopulation problem and to expose Cat's Cradle as the place to go for adoption in the Harrisonburg community and surrounding counties.

Appendices

Budget

Phase I Tactics	Description	Unit Cost x Number	Cost
Black and White Print Ad	5" x 5.75"	$32 X 28.75	$920
Magazine Ad	half page, page 3	n/a	$960
Full-Color Posters	11" x 17"	$1.78 x 10	$17.80
Bus Ad	200/month	$200 x 3	$600
	production one time fee	$200 x 1	$200
			$800 bus total
Radio PSA	30 seconds, unscheduled		free
Online Banner Ad	DNR	Leaderboard 728x90 pixels	$850
Online Listings	MyLocalLookup.com	flat rate	$348
	GoLookOn.com		free
Children's Activity Book	7 pages, coil bound	$2.36 x 300	$708
Phase II Tactics			
Promotional	Logo Embroidered Blankets	$7.09 + $6.00 X 480	$6,283.20
	Embroidery	$6.00/ each	
Seasonal Inserts in DNR	11" x 8.5"	$0.30 x 32,000	$9,744.00

Hours			
Month	Hours/Month	Position	Rate x Hours
September	30 hours	Executive 1	$75 x 30 =$2,250
		Executive 2	$75 x 30 =$2,250
		Executive 3	$75 x 30 =$2,250
		Executive 4	$75 x 30 =$2,250
		Account Executive	$100 x 30=3,000
		Total for Sept.	**$12,000**
October	40 hours	Executive 1	$75 x 40 =$3,000
		Executive 2	$75 x 40 =$3,000
		Executive 3	$75 x 40 =$3,000
		Executive 4	$75 x 40

		Executive 4	$75 x 40 =$3,000
		Account Executive	$100x 40=$4,000
		Total for Oct.	**$16,000**
November	40 hours	**Total for Nov.**	**$16,000**
December	50 hours	Executive 1	$75 x 50=$3,750
		Executive 2	$75 x 50=$3,750
		Executive 3	$75 x 50=$3,750
		Executive 4	$75 x 50=$3,750
		Account Executive	$100x50=$5,000
		Total for Dec.	**$20,000**

Timeline

September
Month-Developing Goals and Objectives
8th -Initial meeting with Josie (1 hour)
19th-developed goals and objectives (1.5 hours)
24th -First group meeting with Josie, and adjustments to objectives (1.5 hours)
Total Hours Worked: 30

October
Month-Editing Goals and Objectives, brainstorming and researching tactics
3rd-Edited Goals and Objectives (1.5 hours)
Met three other times throughout the month to finalize goals and objectives and brainstorm tactics that would appeal to our public. (4 hours)
Total Hours Worked: 40

November
Month-Transition from planning to finalizing
7th-prepared for meeting with Josie and finalized plans for possible tactics. (1.5 hours
17th-Met with Josie to present her with our goals, objectives, and possible tactics (20 min)
- met following the meeting (1 hour)
19th- began working on book (1 hour)
Total Hours Worked: 40

December
Month-Finalizing Campaign
3rd-typed up elements (1.5 hours)
5th-created ads and finalized other elements on the computer (3 hours)
9th-finalized book (3 hours)
11th-rehearsing (3 hours)
12th-presentation
Total Hours Worked: 50

Tentative Schedule of Implementation

December
Hold a meeting with Josie
Aggressively begin to pursue the campaign
Publish news release (*Daily News Record*, *News Virginian*)

January-*Begin Phase I*
Implement poster ad-PetSmart, Petco, Spay Neuter Clinic, Valley Mall
Implement general online banner ad-Daily News Record Web site, WHSV Web site, etc.
Begin recording radio PSA

February
Publish news release
Sizzle meetings
Make activity books
Implement radio PSA

March
Implement general newspaper ad
Going to schools to talk to students
Children's activity books at schools

April
Implement summer seasonal bus ad
Implement summer seasonal online banner ad

May
Continue with summer seasonal bus ad

June-*Begin Phase II*
Begin upgrading Web site with search engine optimization tactics
Implement summer seasonal print inserts
Continue to advertise on bus

July
Begin recording radio PSA
Continue with summer seasonal print insert and banner ads

August
Edit radio PSA

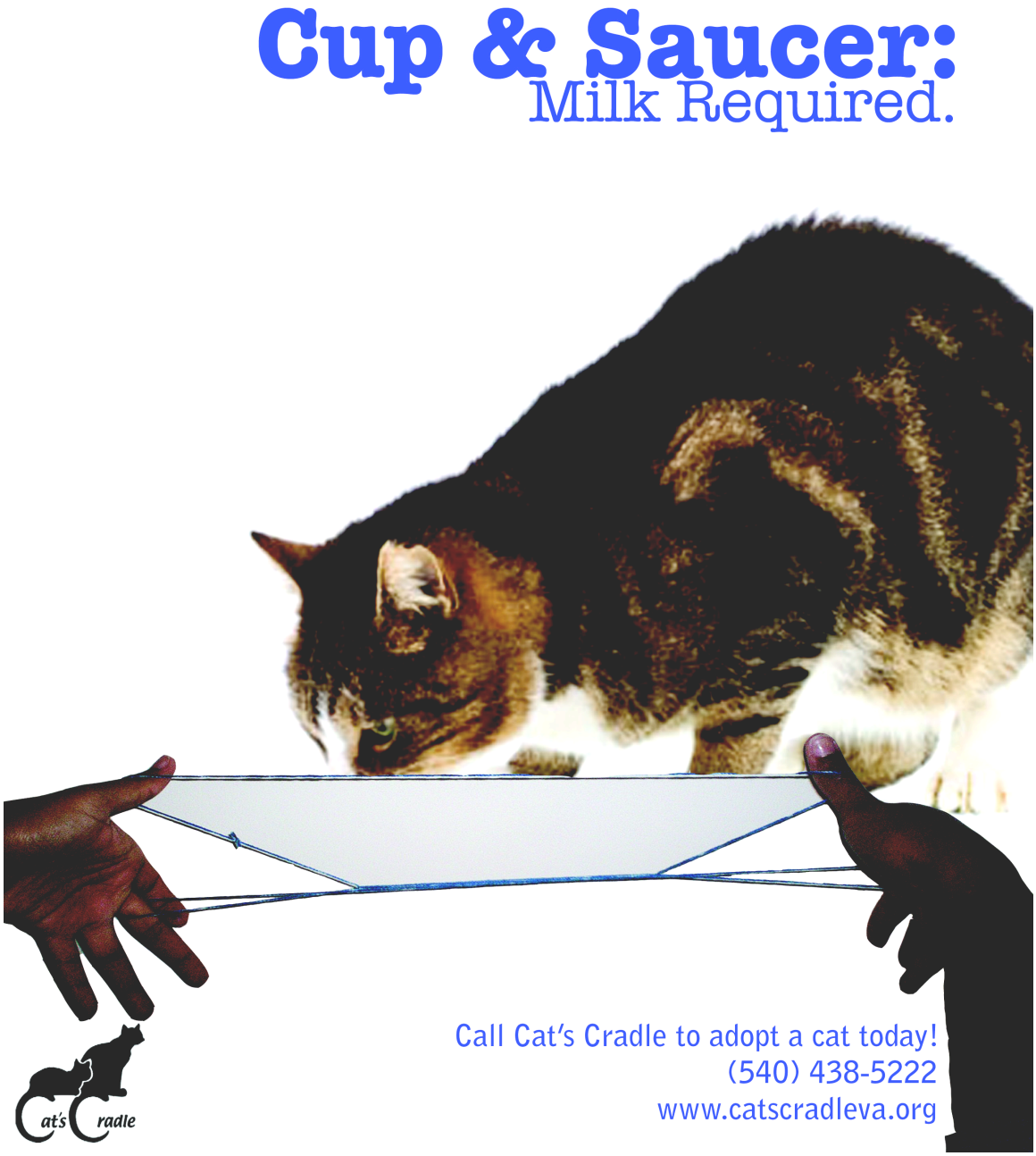
September
Finalize radio PSA
Evaluate and tweak SEO tactics

October
Implement radio PSA

November
Evaluative survey
Promotional blanket distribution
Implement winter banner ad
Implement winter seasonal bus ad
Implement winter print inserts

December
Continue winter print inserts
Continue winter seasonal bus ad

Print Ad 1 - Poster



Print Ad 2 - Magazine

Give a homeless cat a new cradle.

Bus Ad

Cup & Saucer:
Milk Required.
Call Cat's Cradle to adopt a cat today!
Cat's Cradle
(540) 438-5222
www.catscradleva.org

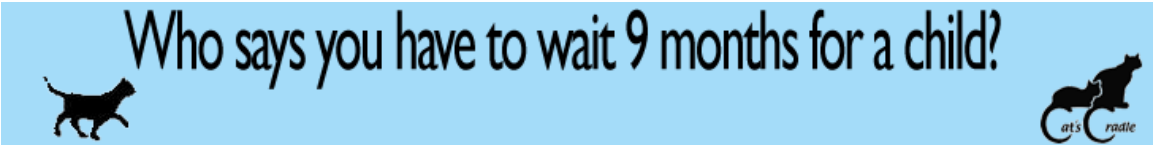
DNR Ads

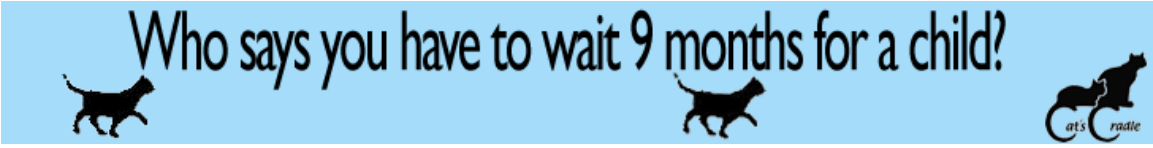
Give a homeless cat a new cradle.

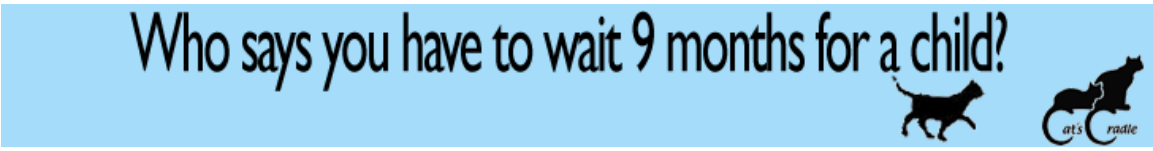
Spring DNR/Grocery Cart Insert

Holiday DNR/Grocery Cart Insert

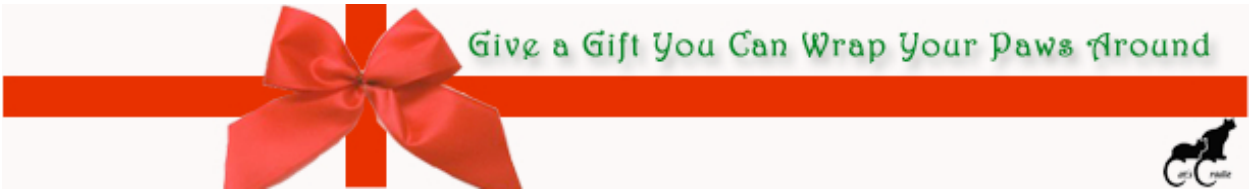
General Banner Ad







Winter Banner Ad



Spring Banner Ad

Radio Public Service Announcement

30 second spot

Every year millions of cats enter shelters. Over half of them never find a home. All these cats want is a home and a loving family to take care of them. Don't be responsible for another innocent life to be lost in the Shenandoah Valley. Every cat deserves the chance to live. Take initiative and get rewarded with the love and affection of a cat. Call Cat's Cradle today and save a life. 540-438-5222 or visit www.catscradleva.org. A Public Service Announcement brought to you by Cat's Cradle.

News Release – Summer

During the month of May there is an influx of kittens being born, creating overpopulation in shelters. One way to help protect the lives of newborn kittens is to adopt them. The Shenandoah Valley is doing its best to promote adoption of kittens during the spring and summer months.

"We are adopting two kittens together this season hoping to decrease the kill rate in the valley," said executive director of Cat's Cradle Josie Kincade. "I think it's a great fit for the busy working family because the kittens have each other to play with throughout the day."

Heather Bowser hbowser@dnronline.com
David Broder 540-574-6200

News Release - Winter

Give a Gift You Can Wrap Your Paws Around

Everyday 19 cats die in Harrisonburg due to the overpopulation in shelters this holiday season. Harrisonburg and surrounding county residents can help lower this number by adopting a cat.

In the winter months there are not as many new born kittens to be adopted out since most kittens are born in the spring, however many adult cats are looking for a new home. When adopting an adult cat the new owner knows what personality type they are getting right away. Adult cats are a good option for the busy holiday season because they are low maintenance. They can stay home alone for longer periods of time than dogs, who need to be let outside often and are more calm than rambunctious kittens.

Cat's Cradle makes the adoption process as easy as possible through four different mediums, PetsSmart stores, Petfinder Web site linked through Cat's Cradle Web site, 1800-SAVE-A-PET, or direct contact with Cat's Cradle. Tests the adult cats to ensure they have had all the required vaccines. If some shots are missing they will not adopt out the cat until all have be administered. Also Cat's Cradle will not adopt out an adult cat until it has been either spayed or neutered, the reason for this is to help lower the overpopulation of cats in the area and to increase the Harrisonburg save rate from its 20 percent compared to Charlottesville's 80 percent. The vaccinations and spay/neuter procedure is included in the minimal adoption fee.

For more information call Cat's Cradle: 540-438-5222 or visit the website at www.catscradleva.org.

News Release Ideas:

1. Adopt Cats together in the spring because that is when the most cats are born:
Adult cats in the winter—seasonal, Christmas
How To: take care of a new cat, not necessarily for Daily News Record
Top 10 facts-side bar

2. Letter to the Editor: Importance of Spaying –humane society
Relate it back to adoption, Cats Cradle doesn't adopt out cats that haven't been fixed or vaccinated

3. Other idea: Why a Cat is the perfect pet for the busy family

Cat's Cradle Children's Activity Book