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Oregon Pet Lovers – Help an Oregon Animal Shelter Win a “Million Dollar Extreme Makeover” With the Click of Your Mouse

Cat Adoption Team is the *only* Oregon shelter in the running to win

(Feb. 12, 2008) — Ranked 27 out of 3,913 animal shelters nationwide, the Cat Adoption Team in Sherwood has its eyes set on entering the top 20 winners’ circle. Every shelter in the top 20 has a shot at the \$1 million dollar makeover or other cash prizes.

CAT is the **ONLY** animal shelter in Oregon with a chance at winning one of the shelter makeover prizes. To reach the top 20, CAT needs the help of **all** Oregon pet lovers.

It’s easy to support CAT through the Zootoo contest and it doesn’t matter if you are in Beaverton or Burns – it is all internet-based and doesn’t cost anything to participate:

- Log on to <http://www.zootoo.com/reg/aff/catadoptionteamcat2> and register (name and email address)
- Confirm that Cat Adoption Team is selected as your shelter
- Voice your opinion on products and services all while earning points for CAT
- Discuss recent animal news
- Forward information to friends
- Post photos of pets to earn points for CAT

The contest ends March 31, 2008, and the top 20 shelters will receive a prize ranging from \$5,000 up to \$1 million dollars.

The Cat Adoption Team is the Pacific Northwest’s largest feline-only shelter. CAT helps shelters in Oregon by providing information on feline health, best sheltering practices for cats, spay/neuter services for shelter cats, and receives over 73 percent of its felines for adoption from other shelters. Providing a safe haven for cats whose time and options have run out elsewhere. For more information on CAT, check out www.catadoptionteam.org.

Founded in 1998, CAT’s shelter is an industrial building retrofitted as an animal shelter, including a full-service veterinary hospital. CAT cares for over 250 cats and kittens each day in the shelter and finds homes for over 3,200 felines every year. Due to CAT’s tremendous year-over-year growth and the demand for further help by the community, a remodel to increase efficiencies is much needed.

Winning this contest would enable CAT to expertly remodel this building to save more lives with a larger veterinary hospital; increase its ability to keep pets in the home with space for private, one-on-one counseling; boost shelter capacity with more free-roam rooms and kennel space as well as a more customer friendly floor plan.

How Winners will be Determined: The 20 shelters that accumulate the most points on Zootoo.com between now and March 31, 2008 will be eligible to win the grand prize makeover, or runners-up cash prizes. An Advisory Board, consisting of Zootoo.com founder Richard Thompson, Bill Meade, Founder of Shelter Planners of America, Wayne Pacelle, President of the Humane Society of the United States, and other experts in the pet industry, will personally conduct site visits of all 20 shelters to evaluate their needs and determine how Zootoo.com can best facilitate enhancements. The shelter deemed most deserving will win a makeover valued at up to one million dollars*. A second shelter will win a \$10,000 cash prize, and the 18 other top shelters will each receive \$5,000.

About Zootoo.com™ Zootoo.com is the first opinion-sharing website “bringing pet lovers together™,” and giving every pet lover a voice. The primary goal of Zootoo.com is to allow people to make informed decisions for their pets using information provided by real pet lovers like themselves. As a "usergenerated platform," every pet lover gets a chance to participate in providing valuable information based on personal experience, thus making it an unbiased and reliable source of information and interaction for the pet community.

* Actual makeover value depends on the condition of the shelter and judgment of the Zootoo.com Advisory Board.

***The Cat Adoption Team (CAT)** is the Pacific Northwest's largest non-profit, feline-only shelter with its own full service veterinary hospital on-site. CAT's mission is to work with the community to save the lives of homeless, sick and injured cats and kittens by offering shelter, adoption, foster, hospice, spay/neuter, and veterinary services to end needless feline euthanasia in our community. CAT, a 501(c)(3) publicly-supported charity, will save over 3,200 lives this year and relies heavily on the support of the public and generous volunteers.*

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