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FOR IMMEDIATE RELEASE

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It's Raining Cats at AWA

Summer Adoption Promotion aims to save the lives of 100 cats and kittens

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Voorhees, NJ – Animal Welfare Association (AWA) announces their adoption promotion called “Raining Cats”, starting August 1 and running through August 31. This year’s goal is to save the lives of 100 cats and kittens. This is the 10th year AWA will hold this promotion, in the past years over 2,000 cats and kittens have been saved and adopted.

“It’s kitten season, which means more homeless kittens arrive at AWA during the summer months. It also means that adult cats can be overshadowed by their younger counterparts meaning they might stay at the shelter longer”, says Maya Richmond, Executive Director of Animal Welfare Association.

The Raining Cats adoption promotion offers reduced adoption fees at \$25 for adult cats over 6 months and \$50 for kittens 6 months and younger as incentives for adopters. Thanks to the sponsorship of the Camden County Board of Freeholders, AWA can offer these reduced adoption fees.

Raining cats is one of many innovative adoption promotions at AWA designed to help homeless animal when they need it most. The goal for August is 100 cats and kittens adopted into loving homes. For more information, please visit <https://awanj.org/raining-cats>.

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Animal Welfare Association, a private, non-profit, 501(c) 3 animal welfare organization, serves the people and animals of southern New Jersey. AWA is dedicated to eliminating animal suffering, promoting the importance of the human-animal bond, and improving the role of animals in the well-being of people. Through a variety of programs including adoptions, veterinary services, pet therapy, and humane education, in 2019 over 16,000 pets were served through AWA programming. AWA is South Jersey’s leader in progressive companion animal care.