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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 350 cats and kittens**

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**Voorhees, NJ:** Animal Welfare Association (AWA) announces their adoption promotion called "Raining Cats", starting June 1 and running through July 31. The goal is to save the lives of 350 cats and kittens during the summer months when the shelter is flooded with homeless felines.

"It's kitten season, which means that we see a big increase in the amount of homeless kittens coming through our doors. It also means that adult cats can be overshadowed by their younger counterparts, and they might sit in the shelter for a longer period of time," said Maya Richmond, Executive Director. "With our Raining Cats adoption promotion, we offer reduced adoption fees at \$25 for adult cats over 6 months and \$50 for kittens 6 months and younger as incentives for adopters."

Raining Cats is just one of AWA's innovative adoption promotions designed to help homeless animals when they need it the most. For more information, please visit <https://awanj.org/raining-cats-2017>

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### **About AWA**

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 2016 over 22,000 pets were served through AWA programming. AWA is South Jersey's leader in progressive companion animal care.