



## **Petmate Fancy's the CFA:**

### **Extends Partnership and Renews Club Member Offer for 2004**

ARLINGTON, Texas – The purrfect partnership between Petmate® and the Cat Fanciers' Association has been renewed for 2004 so member clubs can enjoy another year of free raffle products ideal for cat owners.

Petmate will provide participating CFA clubs with a generous prize package for any of their 2004 cat shows. In exchange for the free prize package, Petmate will send show coordinators:

- A full-page, black-and-white Petmate ad to run in their show catalog at no charge.
- Free color brochures for distribution at the event that discuss *“Why Doesn't My Cat Use the Litter Box? 10 Ways to Help Toilet Train Your Cat.”*

“The positive response to this program has been incredible,” according to The Cat Fanciers' Association. “Show coordinators and attendees have been very impressed with the quality of the information and products in these prize packages.”

Petmate's reputation for supplying ingenious and high-quality pet products with a focus on safety, training and transport is well established among cat lovers. Its unique litter disposal systems, automatic feeders and waterers, portable kennels, sturdy shelters, comfortable pet beds, and innovative cat toys, litter boxes and accessories are found in most cat fanciers' homes.

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## **Petmate Extends Partnership with CFA/Page 2**

This unique sponsorship offer from Petmate and the CFA is available exclusively to CFA member clubs hosting cat shows in 2004. Interested show coordinators must contact the Cat Fanciers' Association via email or fax no later than:

- April 15 for May – June shows
- June 15 for July – September shows
- Aug. 31 for October – December shows.

To participate, email the following information to [at@cfa.org](mailto:at@cfa.org) (or fax it to 732-528-7391 Attn. Allene Tartaglia):

- Show coordinator's name
- Street address for shipping
- Phone number
- Email address
- Club/show name
- Date of the show
- Location of the show
- Requested delivery date
- Number of participants and spectators expected

After the show, each show coordinator must send a copy of the show program to the following address:

Petmate/CFA Partnership Offer

4113 Gateway Dr., #100

Colleyville, TX 76034

Petmate® is a company that encourages responsible pet ownership through the marketing of quality pet products with a focus on safety, training and transport. Visit [www.petmate.com](http://www.petmate.com) for more information.