



150 Corporation Yard Road, Roseville, CA 95678

P: 916.782.7722 530.885.7387 F: 916.782.8655 E: administration@placerspca.org

www.placerspca.org

PRESS RELEASE

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For Further Information Contact:
Leilani Vierra, CEO
(916) 782-7722 x105 or (530) 885-5387 x105
leilaniv@placerspca.org

Certified Pre-Owned Cats at the Placer SPCA \$0 Down, 0% Financing, No Payments!

Roseville, CA – Hardly clunkers, at the Placer SPCA there are fabulous pre-owned cats just waiting for you. And, they are available for \$0 down, 0% financing, and no payments! In other words, the adoption fee is waived for all cats one year old and older at the Placer SPCA. These cats come factory-equipped with a sound system, plush exterior, loving interior, and are available in a wide variety of colors and personalities.

“We like to say our cats are premium pre-owned pets,” said Placer SPCA CEO Leilani Vierra. “They certainly have a lot of love to give.”

In the first half of 2009, the Placer SPCA received 1,500 cats. This figure includes strays, cats brought in by owners, and kittens born at the companion animal center, and means the busiest year for cats since the Placer SPCA facility opened in 1995.

Thanks to many dedicated volunteers who care for kittens and other special needs animals in their homes through a foster care program, as well as special pricing for cat adoptions throughout the spring and summer, the Placer SPCA has so far avoided serious overcrowding in the cat adoption rooms. With kittens still coming in and hundreds of cats in the care of the Placer SPCA, the organization is motivated to offer incentives, such as waiving the adoption fee, to find them permanent, caring homes.

“The ‘Certified Pre-Owned’ promotion is a fun way to remind people of the many wonderful adult cats available here,” said Vierra. Advertising veteran and animal lover Cal Worthington, known for colorful television ads for his auto dealerships, has even lent his voice to the effort. To hear his message, visit the Placer SPCA website at www.placerspca.org.

Adult cats are often a better option for those seeking a mellow companion already trained to use a litter box. All cats adopted from the Placer SPCA have been spayed or neutered, examined by a veterinarian, received vaccinations, and are microchipped.

For more information or to offer support, call (916) 782-7722 or (530) 885-7387 or visit www.placerspca.org.

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