



\*\*\*\*\***MEDIA ALERT**\*\*\*\*\*

**REQUEST FOR COVERAGE**

**PHOTO OPPORTUNITES**

**CAT FANCIERS' ASSOCIATION® AND AMERICAN KENNEL CLUB® OFFER MEDIA A SNEAK PEAK INTO MEET THE BREEDS™ - WORLDS LARGEST SHOWCASE OF DOGS AND CATS**

*CFA-IAMS 'Cat Idol' Preview; Results of Pet Preference Poll Announced; Dogs & Cats Strike a Pose in Decorated Booths, Display Their Athletic Abilities & more*

**WHAT:** A special press preview of Meet the Breeds, a showcase of nearly 200 American Kennel Club (AKC) and Cat Fanciers' Association (CFA) breeds (to be held at the Javits Center on Oct. 17&18) will take place on **Wednesday, October 14<sup>th</sup> at 10:00 AM at the Affinia Manhattan Hotel (371 Seventh Avenue).** The preview will highlight all that public can expect to see at the weekend event, including:

- **Celebrity cat**, Barack Obama the Bombay, and other cat competitors from across the country who will compete for the title of the first-ever CFA Iams 'Cat Idol'.
- **Follow the Bloodhound as he follows the trail to the Javits Center (starting at noon)** followed by a pack of pet impersonators – people donning life-like dog and cat masks.
- The CFA has collaborated with more than 15 shelter and rescue organizations via the Mayor's Alliance for NYC's Animals. **The 1,500<sup>th</sup> homeless NYC cat is expected to find its forever home!**
- **Amazing dog tricks**, including dizzying spins, waving to the crowd, playing dead and others.
- **America Speaks: The true ruler of the 'companion animal' kingdom revealed.** CFA and AKC will announce the results of their online poll created to put an end to the heated debate over who is the most beloved pet of all – dogs or cats?
- **Dogs & baby kittens in training will race against the clock** over an obstacle course that includes ramps, jumps, weave poles and tunnels as they compete in the fast-paced sport of Agility.
- **The Russian Blue (cat) and Manchester Terrier (dog)** will be featured in elaborately decorated booths that reflect their rich heritage, characteristics and unique attributes as a family pet, just like at Meet the Breeds!
- **Models** showing their "feline fine" and "doggie divine" style **will display unique body and face painting.**

**WHEN:** **Wednesday, October 14, 2009 - 10 am – 12 noon**

**WHERE:** **Affinia Manhattan Hotel - 371 Seventh Ave. (SE corner of 7<sup>th</sup> Ave. & 31<sup>st</sup> Street)**

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(908) 499-1200

**AKC Contact:** Daisy Okas  
(212) 696-8343

**About Meet the Breeds** -- With nearly 160 dog breeds and 41 cat breeds, plus demonstrations, shopping and children's activities, no pet lover will want to miss Meet the Breeds. Each breed will be presented in its own designated space, decorated to reflect its heritage, characteristics and unique attributes as a pet, while allowing attendees to literally "Meet the Breeds" by petting dogs, cats, puppies and kittens and learning about them directly from the experts. The event is proudly presented by PetPartners, Inc., a leading pet healthcare provider, and will feature over 115,000 square feet of dog and cat festivities. Sponsors include Invisible Fence® Brand, ADT Security Services, JAKKS Pets™, Iams, WebVet, YourDogsHeart.com, Paramount Chemical Specialties Inc., GoPetFriendly.com, Hartz, and Continental Airlines. Get your tickets now at [www.meetthebreeds.com](http://www.meetthebreeds.com).

**The American Kennel Club (AKC)**, proudly celebrates its 125th Anniversary in 2009. Since 1884 the not-for-profit organization has maintained the largest registry of purebred dogs in the world, and today its rules govern more than 20,000 canine competitions each year. Along with its nearly 5,000 licensed and member clubs and its affiliated organizations, the AKC advocates for the purebred dog as a family companion, advances canine health and well-being, works to protect the rights of all dog owners and promotes responsible dog ownership. Affiliate AKC organizations include the AKC Humane Fund, AKC Canine Health Foundation, AKC Companion Animal Recovery and the AKC Museum of the Dog. For more information, visit [www.akc.org](http://www.akc.org).

**The Cat Fanciers' Association, Inc. (CFA)** was founded in 1906 as a non-profit association of member clubs and is the world's largest registry of pedigreed cats. CFA's mission is to preserve and promote the pedigreed breeds of cats and to enhance the well-being of ALL cats. CFA promotes education, responsible cat ownership and proper care to the owners of millions of cats worldwide. CFA and its affiliate clubs work nationally with local shelters, at a grassroots level, to help humanely reduce homeless and feral cat populations, and to encourage voluntary neuter/spay of pet cats. To learn more about the Cat Fanciers' Association, the pedigreed breeds of cats, or to find the nearest CFA cat show, visit their web site at [www.cfa.org](http://www.cfa.org)