



# WINN FELINE FOUNDATION

For the Health and Well-being of All Cats

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## FOR IMMEDIATE RELEASE

### WINN FELINE FOUNDATION ANNOUNCES 2012 MEDIA APPRECIATION AWARD RECIPIENT

Wyckoff, NJ, June 28, 2012: The Winn Feline Foundation presents the annual Winn Media Appreciation Award to author, broadcaster and certified cat and dog behavior consultant Darlene Arden.

“Darlene is renowned for her work with toy dogs, but the little secret I know is that few have championed the cat as she has,” says Winn Board Member and past Media Award recipient Steve Dale. “Back in 2002, when I began the Ricky Fund (to support research to study heart disease in cats), Darlene was one of the first asking how she could help. And to this day, when Winn is mentioned anywhere, she’s there re-Tweeting and posting on her Facebook Page.”

Since 2005, the Winn Feline Foundation Media Appreciation Award has recognized journalists and editors who publicly support Winn Feline Foundation’s mission to advance feline health studies and to communicate facts about feline health and welfare.

Arden’s current acclaimed book is *“The Complete Cats Meow: Everything You Need to Know About Caring for Your Cat,”* Her other books include *“Rover, Get Off Her Leg”* *“The Angell Memorial Hospital Book of Wellness and Preventive Care for Dogs”* and the classic *“Small Dogs, Big Hearts.”*

Arden transitioned from the stage, as an actress and dancer to covering dogs who dance with their people (as a World Canine Freestyle Organization judge). She’s hosted several radio and TV shows, and has written for publications as wide ranging as *Cats* (as contributing editor) to *Soap Opera Digest* to the *Boston Herald*. “As a pet expert Arden appears on countless radio and TV shows, and doesn’t hesitate to mention Winn Feline. For years, she’s been leading the cheer to support cat health studies, courageously pointing to the sad reality. “Though cats are America’s number one pet, far more money is spent on studying dog health compared to cats. The scale is becoming more equitable, and Darlene’s willingness to tackle the topic is a part of the reason,” Dale says.

Past recipients of the Winn Feline Foundation Media Award have included Beth Adelman, Pam Johnson-Bennett, Steve Dale, Amy Shojai, Kim Thornton and Kari Winters.

The **Winn Feline Foundation** is a non-profit organization established in 1968 that supports studies to improve cat health. Since 1968, the Winn Feline Foundation has funded over \$4 million in health research for cats at more than 30 partner institutions world-wide. This funding is made possible through the support of dedicated donors and partners. Research supported by the Winn Feline Foundation helps veterinarians to improve treatment of common feline health problems and prevent many diseases. [www.winnfelinehealth.org](http://www.winnfelinehealth.org)