



WINN FELINE FOUNDATION

For the Health and Well-being of All Cats

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FOR IMMEDIATE RELEASE

Cures4Cats Day Highlights Feline Health Research

Wyckoff, NJ, September 11, 2017: Cats provide their people with companionship and love, and as 92% of surveyed cat owners agree, feline health plays a significant role in their overall well-being. Winn Feline Foundation has established October 21 as the inaugural [Cures4Cats Day](#) to emphasize the importance of feline health. This annual day of awareness is dedicated to highlighting Winn-funded research, the critical need for evidence-based medicine, early-stage biomedical research, and health answers for cats.

Cures4Cats kicks off a year-long 50th anniversary celebration for Winn Feline Foundation, a non-profit organization dedicated to the health and well-being of cats. Since 1968 Winn has provided more than [\\$6 million in funding](#) to researchers who work toward a better understanding of diseases that impact cats, more effective treatments, and increasingly, cures for both complex and common feline health conditions.

“So much of what has been learned about cat health over the past five decades has been funded by Winn Feline Foundation,” said Steve Dale, Winn board member. “Without funding for cat health studies, we can’t find cures. There are more pet cats than dogs, but cats have been the ‘Rodney Dangerfield of the pet world,’ getting less respect and support for funding studies compared to their canine cousin. Cures4Cats Day is about leveling the playing field and ending this discrepancy.”

Joining Winn in these efforts are the American Association of Feline Practitioners (AAFP), the Cat Fanciers’ Association (CFA), The CATalyst Council, Inc., The International Cat Association (TICA), and Merck Animal Health.

“Winn Feline Foundation has grown over the years to deliver the most focused dedication to feline health research above all others,” said Fate Mays, president of TICA – The International Cat Association. “TICA holds Winn Feline Foundation in high esteem for their continued exclusive commitment to funding scientific research for all cats worldwide.”

Winn-funded research studies have had broad impact on all cats, including:

- Recognition that blood pressure can easily be measured in cats with the correct blood pressure cuff sizes, improving and extending the lives of countless senior cats by managing high blood pressure.
- Discovery that the use of high-protein/low-carbohydrate diets can be an effective alternative in controlling and treating diabetes in some diabetic cats.
- Guidelines for the safe administration of oral medications in cats, encouraging cat owners to give their cat a small drink of water or treat immediately after a pill or capsule to induce swallowing and ensure the medication reaches the stomach without lingering in the esophagus, potentially leading to damage.

These and many other important impacts on feline health can be found on the [Winn website](#).



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“Winn Feline Foundation has provided much needed scientific research for cat health and welfare for fifty years, and more is needed,” said Dr. Jane Brunt, executive director of CATalyst Council, Inc. “As an organization focused on transforming the health, welfare and value of companion cats through evidence-based programs, CATalyst Council is proud to partner with Winn’s Cures4CatsDay.”

In addition to funding important cat health studies, Winn also creates impact by disseminating research findings to scientific investigators, the veterinary community, cat breeders, and cat owners. With a focus on making information accessible and highlighting research findings that have practical application, Winn’s efforts increase the quality of cat care and strengthen the bonds between cats and those who care for them.

“Our mission at the Cat Fanciers’ Association has always been promoting the health and welfare of all cats,” said Mark Hannon, president of the Cat Fanciers’ Association Board of Directors. “We applaud and support the efforts of the Winn Feline Foundation in their promotion of Cures4Cats Day. Their continued efforts have built a strong foundation for improving and managing cat health.”

Winn Feline Foundation has been on the leading-edge of feline health research since 1968 and Cures4Cats Day encourages cat lovers to support their efforts. As Winn embarks on its next 50 years they aim to deliver even more critical advances in cat health.

“The American Association of Feline Practitioners is proud to support Winn’s inaugural Cures4Cats Day,” said Lauren E. Demos, BGS BSc (Vet Biol) BVMS Hons (Vet Virology), president, American Association of Feline Practitioners. “As our like-minded partner in feline medicine and welfare, Winn has been critical in advancing feline medical knowledge for 50 years; spotlighting an annual day to mark these advances is not only a nod to the prior work of dedicated feline researchers, but also an opportunity to recognize the ongoing need for evidence-based research in feline medicine.”

To help celebrate Cures4Cats Day, Winn’s highly anticipated 50th Anniversary book, sponsored by Merck Animal Health, will be available for the first time. This beautiful book highlights the important feline health advances made possible through Winn-funded research. The anniversary book is ideal for veterinary practice waiting rooms to help share Winn’s story with the pet-loving public. With unique cover art by well-known artist Jamie Perry and detailed articles, this book also makes a wonderful addition to any cat lover’s home.

“At Merck Animal Health, we know that pets are at the heart of many families,” said Christine Royal, DVM, Merck Animal Health. “We are committed to helping keep them healthy, active, and protected, and are very proud to support and advance feline health and [Cures4CatsDay](#) is a great way to create greater awareness of its importance.”

Merck Animal Health is also the sponsor of a presentation at the AAFP conference on October 21 which will feature Dr. Margie Scherk and highlights the progress in feline medicine over the past 50 years.

To learn more about the exciting work of Winn Feline Foundation, [sign up for the Winn Wins Wednesday e-newsletter](#), a weekly email featuring information about Winn-funded research, the critical need for evidenced-based medicine, and early-stage biomedical research. To make a donation and support the work of Winn Feline Foundation, visit www.winnfelinefoundation.org.

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About Winn Feline Foundation

Winn Feline Foundation is a nonprofit organization established in 1968 that supports studies to improve cat health. Since 1968, the Winn Feline Foundation has funded more than \$6 million in health research for cats at more than 30 partner institutions worldwide. For further information, go to www.winnfelinefoundation.org.

About American Association of Feline Practitioners

The American Association of Feline Practitioners (AAFP) improves the health and welfare of cats by supporting high standards of practice, continuing education and scientific investigation. The AAFP has a long-standing reputation and track record in the veterinary community for facilitating high standards of practice and publishes guidelines for practice excellence which are available to veterinarians at the AAFP website. Over the years, the AAFP has encouraged veterinarians to continuously re-evaluate preconceived notions of practice strategies in an effort to advance the quality of feline medicine practiced. Launched in 2012, the **Cat Friendly Practice®** (CFP) program was created to improve the treatment, handling, and overall healthcare provided to cats. Its purpose is to equip veterinary practices with the tools and resources to reduce stress associated with the visit and elevate the standard of care provided to cats. Find more information at www.catvets.com.

About Cat Fanciers' Association

The Cat Fanciers' Association, Inc. (CFA) was founded in 1906 as a not-for-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 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 the web site at www.cfa.org.

About Merck Animal Health

For more than a century, Merck, a leading global biopharmaceutical company, has been inventing for life, bringing forward medicines and vaccines for many of the world's most challenging diseases. Merck Animal Health, known as MSD Animal Health outside the United States and Canada, is the global animal health business unit of Merck. Through its commitment to the Science of Healthier Animals™, Merck Animal Health offers veterinarians, farmers, pet owners and governments one of the widest range of veterinary pharmaceuticals, vaccines and health management solutions and services. Merck Animal Health is dedicated to preserving and improving the health, well-being and performance of animals. It invests extensively in dynamic and comprehensive R&D resources and a modern, global supply chain. Merck Animal Health is present in more than 50 countries, while its products are available in some 150 markets. For more information, visit www.merck-animal-health.com or connect with us on [LinkedIn](#), [Facebook](#) and Twitter at @MerckAH.

About The CATalyst Council, Inc.

The CATalyst Council brings together people and organizations to transform the health, welfare and value of companion cats. By fostering connections and collaboration throughout the pet industry, animal care and animal welfare organizations, the CATalyst Council seeks to make a tangible and positive impact on the health and wellbeing of our feline family members. The CATalyst Council strives toward a future where cats are appreciated, loved and well cared for, and the human-feline bond is celebrated. More information about the CATalyst Council is available at www.catalystcouncil.org.

About The International Cat Association

TICA®, The International Cat Association® is the world's largest genetic registry of pedigreed and household pet cats, the first and now the world's largest—registry to allow household cats of unknown ancestry to compete for the same titles and awards as pedigreed cats. The responsible breeding of pedigreed cats preserves the distinct characteristics of individual pedigreed breeds and ensures the continuation of predictable physical and behavioral traits for future generations. TICA and its members work together to promote the preservation of pedigreed cats and the health and welfare of ALL domestic cats through education, responsible cat ownership, and proper care to the owners of millions of cats in 104 countries worldwide. TICA currently recognizes 71 breeds of cats. Wherever you are, you're in TICA's World. Fabulous felines, fun, and friendships. To learn about TICA, www.tica.org.