



CATDVD
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North Shore Animal League is CATDVD.com Cares Award Recipient

In the hustle and bustle of today's disposable world, it's nice to see someone taking the time to care for the safety and welfare of one of America's most vulnerable populations—our pets.

That's why the makers of CATDVD have created the quarterly CATDVD.com Cares award, which designates a portion of the proceeds of the sales of CATDVD to a worthy cause. The award is designed to recognize individuals and organizations whose service and efforts benefit the welfare and well-being of our beloved pets.

It's a privilege for CATDVD to recognize the North Shore Animal League with our quarterly CATDVD.com Cares Award. Back in 1944, a few animal lovers in Port Washington, New York got together and began their pet rescue work. Their work was a modest effort at first, with the shelter being simply a garage. A few fenced outdoor runs were built, and a bit of money trickled in to feed and care for the stray animals. Today, the North Shore Animal League (NSAL) is the world's largest no-kill rescue nurture adoption shelter and has been successfully placing homeless pets into loving homes for over 60 years. NSAL has also become the largest pet adoption agency in the world. Animal orphans are rescued not only from shelters close-by, but also from animal organizations in near and distant states.

NSAL has done so much for so many animals that it is hard to do them justice in just a brief press release; we encourage you to find out more at www.nsalamerica.org to find out more of their programs and services. Here are a few highlights, taken from their website:

NSAL's Pet Adoptathon has fostered over 217,000 loving adoptions worldwide.

The animals enrolled in the Help Me Heal Program face treatments ranging from minor to serious and some must spend many weeks recovering in the Medical Center. The staff at the Alex Lewyt Veterinary Medical Center provides medical care for the nearly 25,000 dogs, cats, puppies and kittens that enter North Shore Animal League America's doors each year.

NSAL's proficiency for finding good homes begins with a combination of rescue efforts. Our most far-reaching program, Out of State Rescue, was responsible for saving over 123,000 dogs, cats, puppies, and kittens since its inception in 1991.

Open every day, the adoption center houses approximately 350 dogs, cats, puppies, and kittens.

NSAL's Volunteer team supports both Humane Education and Pet Outreach programs-- both help to demonstrate the value of the human-animal bond.

To share the unconditional love their residents so freely give, NSAL has also created a community Pet Outreach Team. This group of dedicated associates brings puppies to hospital wards, Alzheimer's and Cerebral Palsy centers, and other long-term care facilities where people are unable to experience the joys of pet ownership.

CATDVD is proud to honor the North Shore Animal League of America as a quarterly CatDVD.com Cares Award winner. The award includes a contribution to the shelter and a plaque recognizing NSAL and its volunteers for their efforts.

CATDVD is an exciting product... a DVD designed for cats to watch and enjoy. CATDVD features hours of unique cat-tested footage such as mice, butterflies, birds, fish, squirrels, hamsters, cat toys, laser pointers and more. It's television especially to entertain our beloved pets. CATDVD has been featured in Prevention Magazine, Cat Fancy, Cat Magazine Annual, Pet Age, and Columbus Monthly Magazines and was featured on the cable TV show "Screensavers" on the G4 Network, and on the Houston-area WB TV. CATDVD can be purchased by calling 1-888-214-0716 or at www.catdvd.com.

To find out more about CATDVD or to get a review copy or schedule an interview, please contact David Casto.

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