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National Nonprofit Petco Love Invests in Cat Town to Save and Improve the Lives of Pets in Bay Area

\$1,000 grant will be celebrated at local Petco event on June 23

Oakland, CA (June, 2022) – Cat Town is set to receive a \$1,000 grant investment from national nonprofit Petco Love during a special celebration at Unleashed by Petco at 3300 Lakeshore Avenue in Oakland, California on June 23 at 2 p.m. in support of their lifesaving work for animals in Oakland and the East Bay.

Petco Love is a national nonprofit leading change for pets by harnessing the power of love to make communities and pet families closer, stronger, and healthier. Since its founding in 1999, Petco Love has invested \$330 million in adoption and other lifesaving efforts. And Petco Love helps find loving homes for pets in partnership with Petco and more than 4,000 organizations — like ours — across North America, with 6.5 million pets adopted and counting.

“Our investment in Cat Town is part of more than \$15M in investments recently announced by Petco Love to power local organizations across the country as part of our commitment to create a future in which no pet is unnecessarily euthanized,” said Susanne Kogut, president of Petco Love. “Our local investments are only part of our strategy to empower animal lovers to drive lifesaving change right alongside us. We recently celebrated the one-year launch anniversary of [Petco Love Lost](#), a national lost and found database that uses pet facial recognition technology to simplify the search for lost pets.”

“As a small nonprofit, every dollar we receive helps us save more at-risk shelter cats. This \$1,000 grant means we can help a cat with medical needs get out of a cage and into a foster home, or help a scared kitten learn to trust people,” said Andrew Dorman, Executive Director at Cat Town.

Cat Town is an Oakland-based nonprofit with a mission to transform the approach to saving shelter cats, reducing euthanasia nationwide, and to find great homes for cats who are considered unadoptable in the traditional animal welfare model. Cat Town’s innovative approach includes home-based fostering and socialization at their cage-free Adoption Center. Cats needing hospice care find support through Cat Town’s “In It for Life Fund,” which provides for future medical bills to

remove cost as a barrier for adoption. Older, under-socialized kittens receive the time and patience they require to become adoptable under the organization's transformative Forgotten Kitten Project. Whether in a foster home or at the Adoption Center, the cats receive needed medical care and socialization.

In 2014, Cat Town launched the nation's first cat cafe, an Adoption Center for hard-to-place cats, where thousands of visitors each year play an integral role in helping shy or fearful cats on their journey to adoption. Cat Town has also developed and piloted curriculum for the "Hard-to-Place Cats Adoption Program" to teach rescue organizations nationwide how to save cats we were told couldn't be helped. Since its founding in 2011, Cat Town has helped reduce the euthanasia rate for cats at the municipal shelter, Oakland Animal Services, by more than 70%.

For more information about Cat Town, visit www.cattownoakland.org. Learn more about Petco Love here: petcolove.org.

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About Cat Town

Cat Town's mission is to transform the approach to saving shelter cats, reducing euthanasia nationwide, and to find great homes for cats who are considered unadoptable in the traditional animal welfare model. Cat Town focuses on helping elderly, under-socialized, and sick or injured cats get adopted — proving that cats frequently considered "unadoptable" make exceptional companions. In doing so, Cat Town has helped reduce the euthanasia rate for cats at the municipal shelter, Oakland Animal Services, by more than 70% since 2011. Learn more at www.cattownoakland.org and follow us on [Facebook](#) and [Instagram](#).

About Petco Love

Petco Love is a life-changing nonprofit organization that makes communities and pet families closer, stronger, and healthier. Since our founding in 1999 as the Petco Foundation, we've empowered animal welfare organizations by investing \$330 million in adoption and other lifesaving efforts. We've helped find loving homes for more than 6.5 million pets in partnership with Petco and organizations nationwide.

Our love for pets drives us to lead with innovation, creating tools animal lovers need to reunite lost pets, and lead with passion, inspiring and mobilizing communities and our more than 4,000 animal welfare partners to drive lifesaving change alongside us. Join us. Visit petcolove.org or follow on [Facebook](#), [Instagram](#), [Twitter](#), and [LinkedIn](#) to be part of the lifesaving work we lead every day.