

## Press Release

### Nekochan Joins Hands With MEOW Cat Rescue

#### **Nekochan donates \$1,000 worth of neko flies interactive cat toys to MEOW Cat Rescue**

**BLAINE, WA – MAY 25, 2010**

MEOW Cat Rescue is the fourth major shelter that Nekochan has committed ongoing support to since the inception of its charitable initiative earlier this year. Nekochan donated \$1,000.00 worth of its award winning neko flies interactive cat toys to MEOW. "MEOW's outstanding animal care and education efforts mirror the mission and goals of our initiative. We appreciate the support of our current customers and look forward to their continued support as well as the support of new customers so we can continue to provide help to Meow and other worthy facilities." said Nekochan's President Ellen Tsuyuki.

MEOW provides a safe haven with socialization as well as proper nutrition and a clean environment while the cats await adoptive homes. Newborn or senior, healthy, ill or injured, all are valued at MEOW. MEOW's application process ensures that every adopted cat is placed in an environment where there is appropriate space, loving human contact, and a commitment to safeguard and care for the cat's entire lifetime. Prospective adopters are interviewed and provided education concerning the care of cats on such subjects as spaying/neutering, introducing a new cat into the family, addressing behavioral issues, proper daily care and well-cat/kitten care. MEOW's standards are high. The welfare of the animals is paramount in the placement process.

"As soon as they were introduced, neko flies toys became a favorite of the shelter cats at MEOW Cat Rescue. The resident cats in our community rooms get so excited when a volunteer enters carrying a neko flies wand. The older and overweight cats get much-needed exercise and the shy cats come out of their hidey-holes. The mini neko flies is a great play and exercise option for cats who prefer the security of their cages. The wands are sturdy and the grip is comfortable. The attachments offer the cats a variety of entertainment as each one moves differently. The shelter cats at MEOW would like to thank Nekochan Enterprises for a great product!" commented Bonne VeVea, Director, MEOW Cat Rescue.

MEOW Cat Rescue produced a very entertaining thank you video for Nekochan with the cats showing their true appreciation. Click on this link to see the video [http://www.youtube.com/watch?v=63Hf\\_fqtKeA](http://www.youtube.com/watch?v=63Hf_fqtKeA)

Find out how you can help MEOW Cat Rescue at <http://www.meowcatrescue.org>

A portion of all sales of the award winning neko flies and mini neko flies will be used to support organizations that bring positive changes to and enhance the quality of life of cats and dogs that need our help the most.

#### About Nekochan

Nekochan Enterprises Inc. develops, manufactures, and distributes unique high quality pet products. The neko flies interactive cat toys come in two versions, the neko flies interchangeable toys (Interactive Fitness Series) and mini neko flies interchangeable toys (Breeders' Series) which are compact and designed for cat shows and travel. The neko flies cat toys resemble real life critters and mimic their natural movements. Cats will be inspired to stalk and chase these flying, crawling, scurrying little critters. These interactive cat toys combine quality, durability, and safety with these real life characteristics that will get your cat excited, exercised, and cat owners entertained time after time.

For more information please visit <http://www.nekoflies.com>

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