

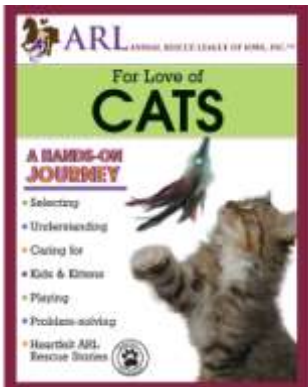


## PRESS RELEASE

### FOR IMMEDIATE RELEASE

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### *Animal Rescue League of Iowa For Love of CATS*



Do cats have an attitude and are they aloof? Or, are they loving, sensitive and playful companions that are well-behaved soul mates to their owners for a lifetime? How well do they get along well with other pets? Is it true you can train a cat?

This new hands-on guide, the staff of the Animal Rescue League of Iowa, Inc.™, walks you through the selection process in choosing a new feline companion and guides you and your kitty through the socialization process. Every step helps your new friend develop appropriate behavior. From feeding, litter training, and handling, there are tips for a smooth transition to your home.

From selecting toys to dealing with scratching, spraying and nocturnal playtimes, this helpful handbook guides you through the acclimation process.

There's discussion of cat communication (yes, many of them talk and chirp) to indoor versus outdoor play times. And, when it becomes necessary, some pet owners must deal with aggressive behavior from their cats, *For Love of CATS* teaches you what to do.

Practical matters are addressed, such as how to introduce your cat to a new baby or how to deal with moving your cat to a new home. And what about the Christmas tree, the kitchen counters and cat carriers? *For Love of CATS* gives you solutions to these common problems.

You'll learn how to cat-speak and other signals to understand what is bothering your cat. You'll learn the importance of spaying and neutering and the negative impact of declawing your cat.

Throughout the book, small sections called *Mewsings* will help you identify with common problems and the lovely rewards of owning a cat—or being owned by one!

ARL-Iowa Executive Director Tom Colvin, cat behavior specialist Carol Griglione, and ARL-Iowa Operations Manager and pet behavior specialist Mick McAuliffe contributed to the book.

Animal Rescue League of Iowa's *For Love of CATS* retails for \$21.95 and is available through your favorite bookseller, through ARL-Iowa, online or direct from Landauer Publishing at [www.landauerpub.com](http://www.landauerpub.com).

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