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PRESS RELEASE

CELEBRATION AS 1000th CAT REHOMED!

The Animal Welfare League of Queensland's External Rehoming Centre at Pet Supplies Direct has reason to celebrate following the rehoming of their 1000th cat on Christmas Eve.

Pet Supplies Direct at Harbour Town was the first to come on board with the External Rehoming Program for the AWL Qld back in 2002, which now includes 7 pet stores across the Gold Coast and as far north as Murrumba Downs.

Spokesperson for the AWL Qld Kim Assim said Tiara a 1-year-old Siamese Cross was the 1000th cat to be rehomed from Pet Supplies Direct.

"It is exciting and certainly is a milestone for Pet Supplies Direct to reach the 1000 mark after 8 years of ongoing support," she said.

"The External Rehoming Centre located at Harbour Town captures tourists from all over Australia as they take advantage of outlet shopping," she said.

"Pet Supplies Direct has rehomed cats on behalf of the AWL Qld to areas including Perth, Sydney, Melbourne, Adelaide, Cairns, Brisbane and the Gold Coast," she said.

"We are able to reach an otherwise untapped group of people as they shop who are unaware that just up the road at the AWL Qld Coombabah shelter, there are hundreds of cats and dogs waiting for a new home," she said.

"People fall in love with the cats as they pass by at Harbour Town and can't help but take one home with them," she said.

"The utilisation of External Rehoming Centres such as Pet Supplies Direct means we have additional spaces to place our homeless cats in temporary care whilst they await their new forever home," she said.

"These additional few spaces are crucial as we face hard times with both our Coombabah and Stapylton Shelters constantly at full capacity," she said.

"We are working tirelessly to keep our doors open to the hundreds of homeless cats and dogs that need our care each month and it is an ongoing battle to balance the amount of arrivals with the amount rehomed," she said.

"For every one animal we rehome, we have several waiting to take it's place," she said.

"Congratulations and a massive thank you goes to everyone at Pet Supplies Direct for their accomplishment, we are eternally grateful for their contribution to the ongoing overpopulation crisis" she said.



“We hope the External Rehoming Centre Program will continue to grow and already there are a handful of pet stores looking to come on board with the AWL Qld in 2009.”

The AWL Qld cares for 10,000 stray and unwanted cats and dogs every year on the Gold Coast and surrounding areas, with an average of 500 animals rehomed each month.

For further information please contact PR Manager Kim Assim on 5509 9030.

