

CatHealthy.ca is now available at Soinsfelins.ca

HAMILTON, ON, Jan., 2016 -- Bonjour Minou! We love cats. They play, they purr, they star in a ridiculous number of YouTube videos, and they make our lives better. Then why don't we give them the care they need?

That's why Canada's veterinary feline specialists created Cat Healthy $^{\text{TM}}$, an initiative to help more cats receive the preventive healthcare they need to live longer, healthier lives. Together they created protocols for proper cat care for both veterinary professionals and cat owners.

And now, that information is available in French at soinsfelins.ca

Dr. Elizabeth O'Brien, visionary behind Cat Healthy said, "It is really important for us to have the site and our educational tools available for our French speaking population. Now every veterinary professional and every cat owner in Canada—French or English-speaking—has access to the same information to raise the level of care."

Cat Healthy is the only initiative of its kind created by Canada's board-certified feline veterinary specialists. This level of certification requires a degree in veterinary medicine, logging at least six years of full-time practice with cats, and passing several rigorous, comprehensive exams. Fewer than 100 veterinarians in the world and only six veterinarians in Canada have achieved this distinction.

Dr. Manon Lecuyer, veterinarian and internal medicine specialist practicing in Brossard, Quebec is an avid supporter of Cat Healthy; "Most cats do not receive the level of fundamental care that other species do." The fact is, 50% of cats in Canada haven't seen a veterinarian in the last year.

Dr. Lecuyer added, "Using Cat Healthy to educate all sectors, bilingually, is critical to reducing surrenders and increasing the health of the cats we love."

So let cats across Canada know you love them, say Je t'aime and visit soinsfelins.ca.

ABOUT CAT HEALTHY Cat Healthy is an initiative led by Dr. Elizabeth O'Brien with the active participation of all DABVP CDN feline specialists, including Dr. Susan Little, Dr. Elizabeth Ruelle, Dr. Margie Scherk, Dr. Kelly St. Denis and Dr. Diane McKelvey. Supported by the veterinary industry, the goal of this program is to improve the quality and delivery of cat care by giving veterinary clinics tools to provide a comfortable, low-stress clinic experience for cats and their handlers



For more information about Cat Healthy contact:

Mazen Tannir Account Director, Woodruff Sweitzer 647-833-5404 mtannir@woodruffsweitzer.ca





