'GRAB A PUSSY! ADOPT A CAT FROM YOUR LOCAL SHELTER', SAYS PETA BILLBOARD

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Ad Urges Citizens to Adopt, Not Shop, to Help End Kitten Homelessness

London – While the media is buzzing about the US presidential election, animal shelters across the UK are struggling with the tail end of "kitten season", in which countless felines born of all that springtime sexiness show up in need of a home. That's why PETA is negotiating with local outdoor advertisers in London (and

PETA US is doing the same in New York City) to erect a *purr*vocative billboard that features a frisky cat next to the words "Grab a Pussy! Adopt a Cat From Your Local Shelter". The new non-partisan ad campaign aims to urge citizens to choose the right *cat*idate by electing to adopt one of the many homeless cats languishing in shelters and rescue centres.

"The sensationalism of the US election has rendered many other important issues invisible", says PETA Founder Ingrid Newkirk. "We hope this ad will encourage people to think **for a second** about the crisis facing cats and other animals and – if they have the time, love, patience, and funds to do so – to consider opening their homes to one or two beautiful cats from a shelter."

One unspayed female cat and her offspring can lead to a staggering 370,000 kittens in just seven years. That's why PETA – whose motto reads, in part, that "animals are not ours to abuse in any way" – would like to remind all prospective guardians of cats to be sure to have them spayed or neutered and to adopt from local shelters, not pet stores or breeders, which add to the homeless-animal crisis.

For more information, please visit PETA.org.uk.

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