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CONTACT:

Yesterdays' Kittens, Inc.
P.O. Box 901
Deep River, Ct. 06417
www.YesterdaysKittens.org
(860) 526-8358

Yesterdays' Kittens, Inc. Named Ambassador for Pet Rescue Campaign

National Program Hopes to Raise More than \$1 Million

DEEP RIVER, CT. (November 12, 2007) – Today, Yesterdays' Kittens, Inc. announced that it has been selected as an Ambassador for the Purina® Pro Plan® Rally to Rescue™ campaign. As such, the organization will work hand-in-hand with the brand to raise local awareness and resources for pet rescue and increase its own adoption efforts by hosting events.

The Rally to Rescue campaign allows pets and owners to join forces and outfit themselves in matching rallying symbols for the pet rescue cause. Both dogs and cats can make a statement with purple, nylon adjustable collars that feature a reflective, silver stripe down the middle with the Rally to Rescue declaration. Owners can wear purple wristbands that look just like the pet collars but are sized for people.

The Pro Plan Rally to Rescue campaign will supply free sets of the collars and wristbands to [Rescue Group] to distribute in support of its rescue efforts. Yesterdays' Kittens, Inc. is encouraged to request a donation of \$5 per set. The collar and wristband sets are also available online at www.rallytorescue.org/info for anyone to purchase.

“We are thrilled to have been chosen as an Ambassador for the Rally to Rescue campaign,” said Karen Batko, Co-Founder. “This unique fundraising initiative will enable local rescue organizations like us to continue to make a difference and save thousands of homeless pets.”

Yesterdays Kittens, Inc. is a small group of FOSTER homes. We do NOT have a shelter building. We take a limited number of surrendered cats and kittens depending on the available space in our foster homes. The animals that come to us mix freely with our own pets, dogs included. Most come to us with critical health or behavioral issues related to the situations from which they were rescued.

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Additional Resources:

In addition to the donated collars and wristbands, Yesterdays’ Kittens, Inc. received a customized “event-in-a-box” kit. The kit includes everything imaginable to host a local adoption event, including a tent and signage. Yesterdays’ Kittens, Inc. also received adoption care kits to distribute to new owners to educate the adopters about their new furry friends.

For additional support, Yesterdays’ Kittens, Inc. will have access to a members-only section of the Rally to Rescue web site that will provide additional pet rescue resources.

To learn more about the Pro Plan Rally to Rescue campaign or to purchase a collar and wristband go to <http://www.rallytorescue.org/info>.

About Yesterdays’ Kittens, Inc.:

Yesterdays’ Kittens, Inc. was formed, Feb. 2007, to be a trap-neuter-return program for feral cat populations. We provide shelter, medical care, and daily provisions for abandoned, abused, or otherwise unwanted cats and kittens. We do this by maintaining said shelter, providing medical care and services as needed, including - but not limited to - spaying, neutering, vaccinations, FIV and FeLV testing, and providing healthy food and fresh clean water in a healthy, safe environment. Also, to provide outreach services into the community, in order to locate appropriate adoptive homes or feral colony care takers for the feral cats and kittens upon their return to the habitat from which they came.

Yesterdays Kittens, Inc. is a 501(c)(3) - non-profit organization.

About Purina:

Nestlé Purina PetCare promotes responsible pet care, community involvement and the positive bond between people and their pets. A premiere global manufacturer of pet products, Nestlé Purina PetCare is part of Swiss-based Nestlé S.A., the world's largest food company. Rally to Rescue is not a 501(c) (3) organization.

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