From:	Willow Liroff
To:	Schaaf, Libby
Subject:	Re: Oakland"s Cat Town Cafe
Date:	Sunday, February 09, 2014 12:36:08 PM

Libby, here's some easy-to-include text about the Cat Town Cafe (perhaps without the calls to action if that's not appropriate) you could include in your newsletter. I understand if you're not comfortable with this (we're just trying to get the word out as much as we can). Thanks!

Help Make Oakland's Cat Town Cafe a Reality

Cat Town, a 501(c)(3) foster-based organization, is dedicated to helping OAS' at-risk cats. Since its founding in 2011, Cat Town has taken over 450 of our cats and is moving forward on Oakland's first-ever Cat Town Cafe and Adoption Center to help even more!

The Cat Town Café, in partnership with Adam Myatt, of Hoodcats will have a very Oakland-centric focus, utilizing Oakland's iconic buildings and shipping cranes for play structure designs for its cats, with café goodies provided by Oakland-based Bicycle Coffee and Authentic Bagel Company.

According to Cat Town's founder, and OAS volunteer, Ann Dunn, "The café provides an easy way for people to spend time with the cats, become invested in what happens to them, as well as to cats still at OAS. Once the café is up and running, we anticipate at least doubling the number of cats from OAS we can find homes for each year."

Cat Town's foster-based program will continue to focus on cats struggling in the shelter environment, while the café will help relieve OAS's over-crowding, especially during the summer months when the shelter receives hundreds of homeless kittens.

Help make Cat Town Cafe a reality by contributing at http://www.indiegogo.com/projects/cat-town-cafe/x/6214118 - (the site includes a video showing more of Cat Town's partnership with OAS as well!)

Pet Food Express has pledged its support, and media coverage by outlets like the East Bay Express are reporting on the cafe which will really help raise awareness around Oakland shelter animals.

Please help spread the word!

On Saturday, February 8, 2014 11:32 PM, Willow Liroff <oaklandsanimals@yahoo.com> wrote:
Hi, Libby.

I'm on the Board of Cat Town (http://www.cattownoakland.org/), a 501(c)(3) volunteer-operated, foster-based organization founded by Oakland Animal Services volunteers to help cats struggling in the chaotic shelter environment, or who are older, or cats with medical needs the shelter doesn't have the resources to treat. Cat Town has taken more than 400 at-risk cats from OAS since its founding in 2011.

Cat Town is embarking on the Cat Town Cafe, an Oakland adoption center and cafe to increase

support to OAS, relieving space issues, especially during the summer months when the shelter receives hundreds of homeless kittens each year. Pet Food Express has committed to helping support Cat Town's efforts, matching the first $10,000 raised, and helping finance the adoption area of the Cafe.

I am writing in the hopes you might add news of the Cat Town Cafe to your newsletter, and possibly to your Facebook page, with a link to our fundraising campaign which includes a video tour of Oakland Animal Services: http://www.indiegogo.com/projects/cat-town-cafe

The Cat Town Cafe was covered in the East Bay Express (http://www.eastbayexpress.com/oakland/cat-cafe-to-open-in-oakland/Content?oid=3823263), and other media outlets.

Libby, would you have any other ideas or suggestions for how we can get the word out? This Cafe would bring significant attention to Oakland, help our city's shelter, and serve to raise awareness about homeless cats in our community. We're hopeful we can raise the funding to make the Cafe a reality!

Thanks for any help, and all you've done for Oakland Animal Services!

--Willow

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