From:	Willow Liroff
To:	Schaaf, Libby
Cc:	Mano Lillian
Subject:	Oakland"s Cat Town Cafe
Date:	Saturday, February 08, 2014 11:32:16 PM

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

Cell: (510) 295-7674