



FOR IMMEDIATE RELEASE THROUGH JANUARY 28, 2018

Press and General Info: Michael J. Nelson (619) 659-0331 publicity@sandiegocat.org

Web Site: www.sandiegocat.org Press photos on our website or discount coupon.

Calendar for January 27, 2018 thru January 28, 2018 Sat 10am-5pm, Sun 9am-5pm.

Biggest CAT SHOW WEST OF THE ROCKIES, 43 breeds, 450 cats, 8 judges, Education, Rescue Cats, Meow Mall, Cat Agility. Address: Del Mar Fairgrounds 2260 Jimmy Durante Blvd, Del Mar, CA Pay at the gate \$9.00 Adults, \$7.00 Seniors, Military

PSA 1 (60 seconds)
153 words

DO YOU OWN THE MOST WONDERFUL CAT IN THE WORLD? WELL, THEN IT'S HIGH TIME LARGE CROWDS OF ADORING FANS PAY YOUR KITTY THE HOMAGE HE OR SHE IS DUE. THE SAN DIEGO CAT FANCIERS IS HOLDING AN ALLBREED CAT SHOW JANUARY 27TH AND 28TH AT THE DEL MAR FAIRGROUNDS, FEATURING A SPECIAL HOUSEHOLD PET COMPETITION. ANY SPAYED OR NEUTERED NON-PEDIGREED CAT IS ELIGIBLE TO COMPETE IN THE HOUSEHOLD PET CLASS. YOUR KITTY CAN WIN RIBBONS, PRIZES AND BE THE BEST IN SHOW! EIGHT OF THE CAT FANCIERS' ASSOCIATION'S TOP NATIONAL JUDGES WILL BE FLOWN IN FOR THIS PRESTIGIOUS EVENT, THE PROCEEDS OF WHICH BENEFIT LOCAL AND NATIONAL ORGANIZATIONS PROMOTING THE WELFARE OF THE CAT. ALTHOUGH PEDIGREED CATS WILL ALSO BE COMPETING IN SEPARATE CLASSES, HOUSEHOLD PETS ARE ALWAYS THE CROWD PLEASERS AND THE STARS OF THE SHOW! Call (619) 659-0331 for info.



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PSA 1 (30 seconds)
86 words

DO YOU OWN THE MOST WONDERFUL CAT IN THE WORLD? WELL, THEN IT'S HIGH TIME LARGE CROWDS OF ADORING FANS PAY YOUR KITTY THE HOMAGE HE OR SHE IS DUE. THE SAN DIEGO CAT FANCIERS IS HOLDING AN ALLBREED CAT SHOW JANUARY 27TH AND 28TH AT THE DEL MAR FAIRGROUNDS, FEATURING A SPECIAL HOUSEHOLD PET COMPETITION. ANY SPAYED OR NEUTERED NON-PEDIGREED CAT IS ELIGIBLE TO COMPETE IN THE HOUSEHOLD PET CLASS. FOR INFORMATION ON HOW TO ENTER YOUR PEDIGREED CAT OR HOUSEHOLD PET, CALL (619) 659-0331



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PSA 1 (15 seconds)

44 words

THE CAT FANCIERS' ASSOCIATION IS HOLDING A CAT SHOW IN DEL MAR JANUARY 27TH AND 28TH ANY SPAYED OR NEUTERED NON-PEDIGREED CAT CAN ENTER THE SPECIAL HOUSEHOLD PET COMPETITION. FOR INFORMATION ON HOW TO ENTER YOUR PEDIGREED CAT OR HOUSEHOLD PET CALL (619) 659-0331



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PSA 2 (60 seconds)

151 words

THE CHARGERS AREN'T THE ONLY ONES HEADED TO THE PLAYOFFS THIS YEAR. THE SAN DIEGO CAT FANCIERS PRESENT "THE SAN DIEGO FOOD AND WATER BOWL", THE SUPER BOWL OF CAT SHOWS ON JANUARY 27TH AND 28TH AT THE DEL MAR FAIRGROUNDS. OVER THE YEARS THE "FOOD AND WATER BOWL" CAT SHOW HAS BECOME THE LARGEST AND MOST PRESTIGIOUS CAT SHOW THIS SIDE OF THE MISSISSIPPI. COME AND SEE UP TO 450 OF THE WORLD'S FINEST AWARD WINNING CATS AND HOUSEHOLD PETS COMPETE FOR TOP HONORS. REPRESENTATIVES FROM AS MANY AS 43 DIFFERENT BREEDS AND NON-PEDIGREED HOUSEHOLD PETS WILL COMPETE IN CONTINUOUS JUDGING IN 8 DIFFERENT RINGS. THERE'LL BE A SPECIAL CLASS FOR HOUSEHOLD PETS TOO. COMPETITION WILL BE 10:00 a.m. TO 5:00 p.m. SATURDAY, 9:00 a.m. TO 5:00 p.m. SUNDAY. ALL PROCEEDS WILL BE USED TO PROMOTE THE HEALTH AND WELFARE OF CATS. FOR MORE INFORMATION CALL (619) 659-0331 SEE YOU THERE!

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PSA 2 (30 seconds)

89 words

THE FOOD AND WATER BOWL CAT SHOW IS COMING YOUR WAY AT THE DEL MAR FAIRGROUNDS. VISIT THE FUN-FILLED EVENT ON JANUARY 27TH AND 28TH FROM 10:00 a.m. TO 5:00 p.m. SATURDAY, 9:00 a.m. TO 5:00 p.m. SUNDAY ! YOU'LL SEE 100'S OF PEDIGREED FELINES COMPETING FOR TOP PRIZES. PEDIGREED CFA KITTENS ARE FOR SALE, PLUS GROOMING SUPPLIES, CAT FURNITURE AND MORE WILL BE PART OF THE FUN. RESCUE CATS FROM San Diego County will be looking for new homes. DISCOUNTED TICKETS FOR SENIORS, CHILDREN AND MILITARY. EVERYONE IS WELCOME.

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PSA 3 (60 seconds)

152 words

LOOK NO MORE FOR AN UNUSUAL WAY TO SPEND YOUR DAY. THE CAT FANCIERS' ASSOCIATION INVITES YOU TO SEE CATS AND KITTENS OF ALL SHAPES AND COUNTLESS COLORS. YOU WILL SEE FELINES WITH FOLDED EARS, LITTLE TAILS AND CURLY HAIR; CATS WITH LONG HAIR, SHORT HAIR AND BREEDS LIKE HAVANA BROWN, EGYPTIAN MAO, MAINE COON, TONKINESE AND THE SOMALI. DID YOU KNOW THAT CATS ARE JUDGED? THEY ARE, AND THIS IS YOUR OPPORTUNITY TO EXPERIENCE THE EXCITEMENT AS TOP CATS ARE CHOSEN. AS YOU, YOUR FAMILY AND FRIENDS STROLL THROUGH THE SHOW, CHOOSE YOUR FAVORITE FELINES AND CHEER AS THEY WIN RIBBON AFTER RIBBON AFTER RIBBON, AND MARVEL AT THE ELEGANTLY DESIGNED HOME AWAY FROM HOME CAT CAGES. JOIN US AT THE CFA CAT SHOW, JANUARY 27TH AND 28TH AT THE DEL MAR FAIRGROUNDS IN DOWNTOWN SAN DIEGO. 10:00 a.m. TO 5:00 p.m. SATURDAY, 9:00 a.m. TO 5:00 p.m. SUNDAY. SEE YOU THERE.

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PSA 3 (30 seconds)

88 words

YES, IT'S THAT TIME AGAIN! DON'T MISS A MINUTE OF THE FOOD AND WATER BOWL CAT SHOW IN DEL MAR ON JANUARY 27TH AND 28TH . THIS ANNUAL FELINE SPECTACULAR WILL FEATURE 100'S OF CATS AND KITTENS COMPETING FOR HONORS AND GLORY. YOU'LL SEE EIGHT WORLD-FAMOUS JUDGES DECIDING AMONG 43 BREEDS OF RARE PEDIGREED CATS AND KITTENS. CFA PEDIGREED KITTENS WILL BE FOR SALE. DISCOUNTED TICKETS FOR SENIORS, CHILDREN AND MILITARY. EVERYONE IS WELCOME. HOURS ARE FROM 10 10:00 a.m. TO 5:00 p.m. SATURDAY, 9:00 a.m. TO 5:00 p.m. SUNDAY!

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PSA 4 (60 seconds)
157 words

SOMALI...EGYPTIAN MAU...CORNISH REX...NO, THESE ARE NOT FOREIGN DIPLOMATS. THEY ARE ONLY A FEW OF THE BEAUTIFUL AND EXOTIC BREEDS OF CAT IN COMPETITION AS ONE TO THE LARGEST CAT SHOWS IN THE WORLD RETURNS TO SAN DIEGO. ON SATURDAY AND SUNDAY, JANUARY 27TH AND 28TH , THE "FOOD AND WATER BOWL" RETURNS TO THE DEL MAR FAIRGROUNDS. UP TO 450 OF THE FINEST CATS FROM AROUND THE NATION WILL COMPETE FOR TOP HONORS IN THIS "SUPER BOWL OF CAT SHOWS." WITH CONTINUOUS JUDGING IN 8 DIFFERENT RINGS, THERE'LL BE NO LULLS IN THE ACTION. YOU'LL FIND THE OWNERS OF THESE PRIZE SHOW CATS ANXIOUS TO ANSWER YOUR QUESTIONS ABOUT THEIR BREED, OR OFFER ADVICE ON PROBLEMS YOU MAY BE HAVING WITH YOUR KITTY AT HOME. COMPETITION BEGINS 10:00 AM SATURDAY AND 9:00 AM SUNDAY AND CONTINUES BOTH DAYS UNTIL 5:00 PM. ALL PROCEEDS GO TO THE HEALTH AND WELFARE OF CATS EVERYWHERE. FOR MORE INFORMATION, CALL (619) 659-0331

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PSA 4 (30 seconds)

81 words

SOMALI...EGYPTIAN MAU...CORNISH REX... THESE ARE ONLY A FEW OF THE 43
BEAUTIFUL AND EXOTIC BREEDS OF CAT IN COMPETITION AT THE CFA
CHAMPIONSHIP CAT SHOW. UP TO 450 OF THE FINEST SHOW CATS AND HOUSEHOLD
PETS FROM AROUND THE NATION WILL COMPETE FOR TOP HONORS JANUARY 27TH
AND 28TH . COMPETITION BEGINS 10:00 AM SATURDAY AND 9:00 SUNDAY AT THE
DEL MAR FAIRGROUNDS, 2260 JIMMY DURANTE BLVD DEL MAR, AND CONTINUES
BOTH DAYS UNTIL 5:00 PM. CALL (619) 659-0331 FOR FURTHER INFORMATION.