



Randy Jackson and Morris the Cat Help Homeless Cat Rescue Project

New campaign aims to rescue one million cats.

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Randy Jackson of Fox's "American Idol" and 9Lives cat food mascot, Morris the cat, joined forces recently to launch a campaign to rescue one million homeless cats.

The campaign, sponsored by 9Lives, was launched during a Sept. 19 media conference in New York. Morris has already "adopted" the very first cat, named Li'l Mo, who resembles a younger version of himself.

Morris and Li'l Mo will appear together for special events, media interviews, in 9Lives advertisements and online at <http://www.9lives.com>.

In addition, the pair will also travel the country by bus to find homes for homeless cats in 34 cities nationwide, including New York, Chicago, Charlotte, New Orleans, Minneapolis, Portland, Los Angeles, San Francisco, Phoenix, Houston, Cincinnati, Tampa and Pittsburgh. Check <http://www.9lives.com> for a complete listing.

"Each year, millions of cats are never given the chance to find loving homes, and I wanted to encourage people to adopt a cat — they make such great pets! Morris and I have both adopted cats to kick off this incredible rescue effort," Jackson said in a statement.

Also, 9Lives is partnering with 3,600 shelters across the country to distribute Million Cat Rescue Welcome Home Kits to educate consumers on proper care for their cats.