

Shelter Goes Live With 'KittyKam'

Dearborn, Mich., shelter hopes to increase cat adoptions through use of web cam.

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Amelia is one of the cats available for adoption. Photo courtesy Dearborn Animal Shelter. The Dearborn Animal Shelter in Michigan has launched its first ever live "KittyKam," hoping to provide a new avenue to increase adoptions by reaching more people. The KittyKam launch coincides with June being national Adopt-a-Cat Month.

KittyKam viewers can be entertained by watching adoptable cats playing, eating and sleeping, say shelter officials.

"This is a new way to showcase our adoptable cats," said Elaine Greene, executive director of the Friends For the Dearborn Animal Shelter. "Using web technology to feature pets has only been done so far with still photos or recorded video. This new web camera will give interested adopters the ability to tune in and watch the cats live in our Cat Community Center anytime they want on their computers."

Officials said the KittyKam will be kept online indefinitely.