

Drive on to Feed 500 Shelter Cats

Luxury cat-furniture maker The Refined Feline hopes to feed cats at 10 shelters.

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Luxury cat-furniture designer The Refined Feline has launched its holiday drive, Feed 500 Felines. The program's goal is to feed 500 shelter cats for 30 days with a donation to 10 shelters.

"Cat shelters rely on donations for everything from food to veterinary care to utilities," said Josh Feinkind, owner of The Refined Feline. "The animal lovers who run these shelters donate their own time and money. If we can assist them in their efforts, then we are happy to do so."

When a customer of The Refined Feline purchases the company's Lotus Cat Tower, which retails for about \$350, the company will donate enough funds to feed 30 shelter cats for a day. If the Refined Litter Box (retailing for between about \$185 and about \$225) is purchased, The Refined Feline will donate funds to feed 15 cats for a day. There are 12 products eligible for the program on the company website

"What's great about this program is that cat owners will vote on where the funds are distributed," said Feinkind. "A customer who purchases a Lotus can vote for their local shelter and can encourage their friends to do the same. Anyone can vote and there is no cost to participate. The shelters that receive the top 10 votes will receive the donation funds evenly."