

Portia de Rossi Kicks Off Feral Cat Campaign

The actress will be featured in public service announcements for Alley Cat Allies.

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Actress Portia de Rossi and Alley Cat Allies, the national advocate for stray and feral cats, have launched a print public service announcement campaign. The ads feature de Rossi, star of the ABC comedy "Better Off Ted," declaring herself an "Alley Cat Ally," and a supporter of Alley Cat Allies' major campaign to raise awareness about the millions of Americans who care for stray and feral cats in their communities.

"We are delighted to have Portia de Rossi on board to represent the individuals from all walks of life who share compassion for these cats," said Becky Robinson, president of Alley Cat Allies, a national organization dedicated to protecting the lives and promoting the well-being of feral and stray cats, and an authority on trap-neuter-return.

"I'm very happy to be involved with Alley Cat Allies and their efforts to help stray and feral cats," said de Rossi. "The trap-neuter-return approach is the only way to help contain the populations and save their lives."

Robinson cited a national survey by Harris Interactive that found that more than 40 percent of Americans have fed a stray cat in their lives, and one out of five has done so in the past year. "Millions of Americans have opened their hearts and wallets to stray and feral cats," she said.

Feral cats are not socialized to people and prefer to live in family groups called colonies. Because they are not adoptable, they are almost always killed in animal shelters.

Robinson noted that many communities across the country have adopted TNR programs, in which feral cats are humanely trapped, brought to a veterinarian to be neutered and vaccinated and returned to their outdoor home.

De Rossi has also starred in the TV series "Nip/Tuck," "Arrested Development" and "Ally McBeal."