



Feline Lovers Tune In to Cable for Available Shelter Cats

The Washington Humane Society teams with a digital cable company to help find homes for D.C. shelter cats.

Feline lovers within the Washington Metro and Northern Virginia area can now view profiles and pictures of shelter cats through cable provider Comcasts Adopt-A-Pet On Demand. Viewers can access the Washington Humane Societys cat profiles at any time and navigate the library with their digital cable remote control. The profiles and pictures are located in the Our Town section of Comcasts On Demand library.

Comcast, which has entered into a year-round partnership with the Washington Humane Society, will donate almost \$100,000 of production resources and airtime to promote the work of WHS.

In addition, Comcast will produce a series of 5-minute reports to air on CNN Headline News Comcast Local Edition and provide airtime to run four 30-second adoption public service announcements across Comcasts cable network.

Each year, the WHS cares for almost 11,000 animals and responds to 19,190 calls for help. Posted: March 28, 2006, 4:00p.m. EST