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### It's "The Cat's Pajamas" 48-hour adoption marathon; Pet Supplies Plus in Bloomfield is serious about finding homes for 200 homeless cats & kittens, Aug. 12-14

Retailer to run midnight specials for shoppers who wear their PJs!

*Bloomfield Hills, MI -- July 25, 2011* --The staff at Pet Supplies Plus in Bloomfield Hills wants to find homes for hundreds of homeless cats and kittens and is willing to give up two nights of sleep to do it.

The retailer has organized *The Cat's Pajamas* 200-cat, 48-hour adoption marathon, taking place from 4 p.m., Friday, August 12 through 4 p.m., Sunday, August 14 at Pet Supplies Plus in Bloomfield Hills. The event will feature 200 cats and kittens of all shapes and sizes from Oakland Pet Adoption Center in Auburn Hills which is experiencing an overcrowding of felines.



Cats and kittens will be available for adoption all 48 hours of the marathon and adoption counselors will be on hand with the goal of finding homes for as many pets as possible. Adoption fee of \$59 includes spay/neuter, health checks and vaccinations. All adopters will receive a free wellness exam for their cat courtesy of The Cat Practice veterinary hospital in Birmingham.

The lucky kitty that is the 100<sup>th</sup> to be adopted will go home with a \$100 shopping spree for its adopter; likewise for the 200<sup>th</sup> kitty adopted whose adopter will leave with a \$200 shopping spree, both courtesy of Pet Supplies Plus in Bloomfield Hills.

At midnight madness from midnight to 4 a.m. on August 13 and 14, customers who wear their pajamas will get 20 percent off all non-sale items; plus the store will pay sales tax. They will also be treated to free donuts and coffee and of course, lots of purring and snuggling.



"People are sometimes surprised by how intelligent and loving cats really are," said Addy Shattuck, owner of Pet Supplies Plus in Bloomfield Hills. Our events attract a lot of first time cat adopters, but we also see a lot of families that want to bring home a companion for their existing cat. We highly encourage providing pets with same species playmates. It keeps the pet occupied and they are so much fun to watch together!"

To enable ongoing high-volume cat adoptions, Pet Supplies Plus in Bloomfield Hills is building a Kitty City cageless adoption center. Customers will be able to preview this new habitat at the event.

*The Cat's Pajamas* will take place at Pet Supplies Plus in Bloomfield Hills at 2057 Telegraph, north of Square Lake Rd. Sponsors include The Cat Practice veterinary hospital in Birmingham and NOOTERS Club®, a national designer of apparel and gifts promoting pet spay and neuter and responsible pet guardianship.

For event information, go to [www.nootersclub.org](http://www.nootersclub.org) or call 248-333-7545.

**PHOTOS:** Store cat Ozzie who was adopted by Pet Supplies Plus. *Photos courtesy of Pet Supplies Plus.*