



THE WINN FELINE FOUNDATION

For the Health and Well-Being of All Cats

1805 Atlantic Ave., PO Box 1005, Manasquan, NJ 08736-0805
Voice 732-528-9797, ext 31 Fax 732-528-7391 www.WinnFelineHealth.org

FOR IMMEDIATE RELEASE

December 31, 2008

FOR FURTHER INFORMATION

Janet Wolf, Executive Director
856-447-9798, winnfeline@aol.com

Susan Little, DVM, President
613-741-2460, SusanLittleDVM@gmail.com

Steve Dale, Board Member
773-525-8696, petworld@stevedale.tv

Pam Johnson-Bennett Earns Winn Feline Foundation 2008 Media Award

The Board of Directors unanimously awards the 2008 Winn Feline Foundation Media Appreciation Award to pet book author, columnist, media personality, and cat behavior consultant Pam Johnson-Bennett.

Johnson-Bennett authors arguably the most popular library of cat books; her titles include "Think Like a Cat," "Hiss and Tell," and recently "Psycho Kitty" and "Starting from Scratch." Johnson-Bennett is a pioneer in the behavior field, from making kitty house calls in New York City high-rises before taking her art to the Nashville area. Her impact on helping cats and assisting Winn to improve the health of cats is undeniable. Aside from mentioning the Winn Foundation in recent books, she's written about the Winn Foundation in her Yahoo.com column. She's also mentioned Winn in countless appearances on TV, radio, and at veterinary conferences and events. It may be fair to say that Johnson-Bennett has been serving as a "Goodwill Ambassador" for Winn.

The Winn Feline Foundation, celebrating 40 years of helping cats, is a non-profit organization that supports cat health studies. Projects funded by Winn have provided information that is used every day in veterinary medicine to treat cat diseases. There isn't a pet cat in America whose routine care isn't affected by work initially funded by Winn.

"When it comes to cat book authors and cat behavior consultants, there's Pam Johnson-Bennett, and then there's everyone else," says Winn Feline Foundation Board Member and a recipient of the first Media Appreciation Award Steve Dale. "Because Pam is so well respected, when she touts Winn, this instantly brings us credibility. Pam's heart for helping cats is golden." Winn President Dr. Susan Little says, "Winn is pleased to honor Pam Johnson-Bennett. Pam's outstanding efforts to improve the health and well-being of cats are deserving of our recognition and honor."

Johnson-Bennett was presented the award live on WGN Radio by Dale on his radio show. Earlier winners include journalists and well-known pet book authors, Kim Thornton and Amy Shojai.

-WINN-