

Press Release



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Steve Wozniak and Humane Society Silicon Valley Urge YouTube Viewers to Help Homeless Cats on National Feral Cat Day



SANTA CLARA, Calif., Oct. 16, 2007 – Steve Wozniak has partnered with Humane Society Silicon Valley (HSSV) to help raise awareness about homeless cats. The Co-Founder of Apple Computer introduces a documentary film trailer on YouTube depicting the homeless cat crisis in Santa Clara County and urges viewers to take action. The film clip will debut on YouTube, Oct. 16, to mark National Feral Cat Day; a day started in 2001 by Maryland-based Alley Cat Allies to educate the public about stray and feral cats.

“For all the progress we’ve made in Silicon Valley developing innovative products that changed the world, we still have a long way to go to help animals,” Wozniak states on the movie clip.

“There are 125,000 homeless cats in my County alone, but the problem isn’t just here, it’s occurring nationwide,” Wozniak states.

After the 2-½ minute movie trailer, Wozniak is shown holding Max, a white kitten. “Max is one of the lucky ones,” Wozniak says. “He’s here at the Humane Society Silicon Valley receiving expert medical care and lots of love. Now this homeless kitten can be adopted into a loving home.” Wozniak then urges viewers to support HSSV’s efforts to save lives by logging onto hssv.org to order the 30-minute documentary “Cats Without a Home” make a donation and learn how they can help homeless cats in their neighborhoods.

“Cats Without a Home” powerfully weaves the plight of homeless cats in Santa Clara County by following six individuals who are committed to reducing the unnecessary euthanasia of homeless cats.

The film endorses trap, neuter, return or TNR to manage and reduce homeless cat colonies. Homeless cats living outdoors are humanely trapped and taken to veterinarians, where they are evaluated, vaccinated, sterilized, ear-notched and microchipped for identification. Kittens and tame cats are adopted into good homes. Healthy adult cats too wild to be adopted are returned to their outdoor homes under the care of dedicated volunteers. No more kittens are born and the feral cat population naturally declines.

Humane Society Silicon Valley President Christine Benninger hopes Wozniak’s appeal on YouTube will raise awareness of the homeless cat problem and inspire people to become involved with saving more cats through TNR.

“TNR, when accompanied by ongoing homeless cat management, is the most effective, humane method of reducing homeless cat populations,” Benninger says. “Rounding up cats and euthanizing them does not solve the cat overpopulation problem and in fact creates a void for new cats to fill and continue the breeding cycle,” Benninger explains.

Benninger says TNR also saves money, noting that it costs cities approximately \$250 to pick up, house and euthanize one homeless cat. For the same price, they can spay/neuter five cats. She says HSSV's Medical Center offers affordable spaying/neutering services as well as a \$10 spay/neuter clinic for homeless cats. In Santa Clara County alone, approximately 14,000 of these cats were euthanized in 2006 at a cost of \$2.4 million.

"I'm often asked why the public should care about homeless cats," Benninger says. "My answer is simple: Euthanizing unwanted animals is a community problem, not just a shelter problem. It is a reflection of our society and how some of us treat other living things. We made this film to raise public awareness about the homeless cat problem and get people to care."

To view Wozniak's trailer of the film, order the half-hour documentary, or download information about homeless cats, visit: <http://www.hssv.org>. To view the movie trailer on YouTube, visit: <http://www.youtube.com/catsdogsrbunnies>.

About Humane Society Silicon Valley

Humane Society Silicon Valley (HSSV) is an independent, non-profit agency offering quality adoptions, medical care and education programs to enhance the human-animal bond. Established in 1929, HSSV has served Silicon Valley for more than 78 years and cared for nearly 9,000 animals in fiscal year 2006. To date, HSSV has adopted more than 500,000 animals into permanent, loving homes. HSSV is an "open door" shelter and accepts animals 24-hours a day, seven days a week, regardless of any temperament or health related problems. HSSV's medical center offers affordable spaying/neutering, vaccinations and microchips to the public. More information about HSSV can be found at www.hssv.org.

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