

Pet Owners! Update Your Details to Avert Cat-astrophe! Warns London Cat Vet

A London based cat veterinarian who launched an Internet campaign last week to reunite a lost cat with her family says the situation could have been avoided had the cat's owners kept their microchip information up to date.

July 3, 2008 (FPRC) -- Zeta Frasca of Kitten to Cat, London's only cat only veterinary clinic, posted pictures and videos of Betsy (as she has been named) on the Internet last week and has been overwhelmed by the response after United Cats, a feline social networking site (think Facebook but for cats), profiled her as "Cat of the Week".

With over 2,400 "friends" and admirers from as far away as Chile, South Africa and Honduras, Betsy could be the most popular cat on the Internet, however, if her owners had kept their details up to date in the microchip register she would probably be at home today.

"Betsy has definitely made herself at home in our clinic but she is still living in a cage and I know she'd prefer to be reunited with her family" said Miss Frasca.

After mailing local residents and making enquiries of the council she has turned to the international cat community for help.

"We know from her microchip records that Betsy lived in Kew, Richmond 12 years ago but the trail goes cold there. With thousands of people circulating videos and pictures of her I am hopeful it will jog someone's memory" she added.

Meanwhile Betsy continues to attract new friends at a rate of hundreds per day and local residents pop in to Kitten to Cat to say hello to her regularly.

People can follow Betsy's story on the following sites:

- United Cats: <http://www.unitedcats.com/cat/helpbetsy>
- YouTube: <http://www.youtube.com/user/kittentocatlondon>
- Kitten to Cat: <http://www.kittentocat.com/>

If anyone has any information about Betsy they should write to helpbetsy@kittentocat.com.

About Kitten to Cat.

Opened in March 2008, Kitten to Cat is London's only cat only veterinary clinic. In addition to a cat friendly veterinary surgery, Kitten to Cat, has boarding facilities monitored by web cams so owners can make a Skype video call anytime to check up on their loved ones. www.kittentocat.com

About United Cats.

United Cats is an international social networking website for cat owners. Together with its sister business United Dogs, the site provides a fun community and a useful source of information for over 80,000 pet owners worldwide. www.unitedcats.com

Contact Information

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