

MEDIA RELEASE  
For Immediate Release

Contact  
Billy Griswold, DVM  
Priority Pet Hospital  
P 480.857.7234  
dr.griswold@prioritypethospital.com

**Cat Friendly Practices Are the Cat's Meow**  
***The AAFP Welcomes Priority Pet Hospital, Gilbert's First Member of the Cat Friendly Practice Program***

GILBERT, AZ - June 13, 2012 - Cats are purring their way into the hearts and homes of the American public. The cat is king, with more than 86 million cats loved as pets, compared to 78 million dogs. With the number of pet lovers choosing cats steadily increasing, the American Association of Feline Practitioners (AAFP) has initiated a program to improve the health care and overall well-being of the growing feline population.

A Cat Friendly Practice (CFP) is committed to making visits to the veterinarian more pleasant for your cats and to help you learn ways that you can contribute, too. A Cat Friendly Practice has created an environment that is less stressful to cats and meets cats' unique needs. The staff at the practice is aware of ways they can interact and handle your cat so that examinations and other procedures will be less stressful. A Cat Friendly Practice also values your contribution to your cats' healthcare plan and will make every effort to help you understand your cats' needs and help you learn what you can do at home to ensure that they get the care they need. Priority Pet Hospital is proud to announce that it has recently been recognized by the AAFP as Gilbert's first Cat Friendly Practice.

**Why Cat Friendly?**

"There is a tremendous recognition that while cats are the largest percentage of companion animals in homes, their wellness visits and other types of veterinary care are much lower than for dogs," Said Dr. Elizabeth J. Colleran, AAFP Past-president. The association pioneered the Cat Friendly Practice program to provide a framework for creating a positive practice environment for cats, including medical care that supports the cat's unique needs, and knowledgeable staff members who understand feline friendly handling. The Cat Friendly Practice program was created to improve the treatment, handling and overall healthcare of cats. Its purpose is to equip veterinary practices with the tools, resources, and information needed to elevate the standard of care for cats.

**Priority Pet Hospital**

"We built our practice with cats in mind," said Dr. Karin Burns, AAFP member veterinarian and Priority Pet Hospital co-owner. "Our cats-only exam room and dedicated cat ward made us a natural fit for the Cat Friendly Practice program. Our team has worked hard to make veterinary visits more positive for cats and cat owners, and this recognition helps reaffirm this commitment." Burns and her husband, Dr. Billy Griswold, evaluated every aspect of their practice and its environment from the perspective of their feline patients. Fluffy towels, catnip, treats, and handling techniques aimed at reducing stress are a part of each visit for cats. "We can proudly say that from the moment they arrive, our patients and clients will be part of a welcoming, comfortable experience that will lead to the improved health of our feline patients."

###

For more information about Priority Pet Hospital, visit us at [www.prioritypethospital.com](http://www.prioritypethospital.com) or call 480.857.7234.