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FACE Spay/Neuter Clinic and IndyFeral Partner with Groupon Grassroots for At-Risk Kitten Initiative *Campaign to provide Foster Kitten Care Packages*

Indianapolis (June 20th, 2012) - The FACE Low-Cost Spay/Neuter Clinic, IndyFeral and Groupon Grassroots (<http://grassroots.groupon.com>), the philanthropic arm of Groupon, announces the launch of a local campaign that will positively impact the at-risk kittens of Indianapolis.

The campaign will be available on the Indianapolis Groupon Grassroots page beginning on June 25th, 2012 and will run until July 1st, 2012. Utilizing Groupon Grassroot's collective action model, Groupon subscribers can pledge to support the initiative in increments of \$10, with 4 pledges providing one foster kitten care package. If this Grassroots campaign raises \$600, then FACE Low-Cost Spay/Neuter and IndyFeral can distribute 15 foster-kitten care packages to foster parents. Each additional \$40 raised will fund another foster-kitten care package. Kitten care packages include food, kitten replacement milk, antibiotics, and flea treatment to ensure that new parents have adequate supplies to care for their kittens while they await adoption into permanent homes. 100% percent of the Groupon Grassroots campaign proceeds will be used to provide Foster-Kitten Care Packages.

As it is now, Indianapolis Animal Care and Control (IACC) can't save and support the overwhelming number of accidental litters, stray and family cats brought to the shelter doors everyday. Nearly 72% of the cats that enter government-run city shelters are killed due to lack of resources. For feral (unsocialized) cats/kittens brought in traps the kill rate rises to virtually 100% since they are not adoption candidates. Many of the kittens that go into our foster homes are pulled from at-risk situations like kill shelters or are orphaned, sick and too young to eat on their own. Our foster parents provide the nurturing, bottle-feeding, and medicating these kittens need to live.

"It is our hope that this campaign will not only bring awareness to the cat overpopulation crisis in our city, but will also allow us to pull several cats who would otherwise be euthanized," said Lisa Tudor, Director of Development and Outreach for FACE Spay/Neuter Clinic. "We look forward to creating new awareness for FACE Spay/Neuter Clinic and IndyFeral as one of the local organizations to be featured on Groupon Grassroots."

FACE is a 501 (3) (c) not-for-profit organization committed to ending pet overpopulation in the Indianapolis area. Opening its low-cost spay/neuter clinic in March of 1999, FACE has performed **more than 149,000 spay/neuter surgeries**. For more information, visit www.facespayneuter.org.

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