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IMMEDIATE RELEASE:

American Association of Feline Practitioners Featured in *Innovations* TV Series, Airing Via Discovery Channel

Segment stresses importance of routine feline wellness exams & reducing stress of visit

Hillsborough, NJ (April 20, 2015)— The [American Association of Feline Practitioners \(AAFP\)](#) recently took center stage on an episode of [Innovations with Ed Begley Jr.](#), which aired via The Discovery Channel on April 20, 2015. [Click here](#) to watch the AAFP's Discovery Channel debut.

The segment educates viewers on the AAFP's dedication to advancing the field of feline care through supporting veterinary professionals in elevating the standard of care for cats. The association also focuses on educating cat owners to increase their understanding of feline behavior, the value of veterinary care, and the need to actively participate in their cats' individual healthcare plan. The AAFP's [Cat Friendly Practice® Program \(CFP\) designation](#) is a major way the association is innovating the field of feline medicine.

Viewers are given an in-depth look at the AAFP's CFP designation and how it can benefit cats and their owners. The CFP Program provides the tools for veterinary professionals to integrate a feline perspective and embrace the standards needed to elevate care for cats. It equips practices with the tools, resources, and information to improve the treatment, handling, and overall healthcare of cats. The CFP program also aims to reduce the stress of the veterinary visit for both cats and cat owners.

"The AAFP's Cat Friendly Practice Program is a groundbreaking initiative in veterinary medicine and we're thrilled to have the opportunity to show viewers how it can benefit cats, owners, and even veterinary staff," said Susan Little, DVM, DABVP (Feline), 2015 AAFP President. "It can be stressful for both cats and their owners to visit the veterinarian. CFPs have made changes to decrease stress and provide a more calming environment such as feline-only waiting areas and examination rooms. The veterinary

staff at CFPs have also been trained in feline-friendly handling and understanding cat behavior in order to increase the quality of care for the cat.”

To view the feline-specific segment visit: www.catvets.com/cfp/cat-owners or to share directly with pet owners: <https://youtu.be/hu-a-loa5vQ>. In addition, the full episode is available by visiting: www.InnovationsTelevision.com. Dates and times of additional broadcast airings of the episode are still TBD.

About The American Association of Feline Practitioners:

The American Association of Feline Practitioners (AAFP) improves the health and welfare of cats by supporting high standards of practice, continuing education and scientific investigation. The AAFP has a long-standing reputation and track record in the veterinary community for facilitating high standards of practice and publishes guidelines for practice excellence which are available to veterinarians at the AAFP website. Over the years, the AAFP has encouraged veterinarians to continuously re-evaluate preconceived notions of practice strategies in an effort to advance the quality of feline medicine practiced. The Cat Friendly Practice program is the newest effort created to improve the treatment, handling, and overall healthcare provided to cats. Its purpose is to equip veterinary practices with the tools, resources, and information to elevate the standard of care provided to cats. For more information or to find a Cat Friendly Practice by you, visit: www.catvets.com.

About Innovations and DMG Productions:

Innovations, hosted by award winning actor Ed Begley, Jr., is an information-based series geared toward educating the public on the latest breakthroughs in all areas of society. Featuring practical solutions and important issues facing consumers and professionals alike, Innovations focuses on cutting-edge advancements in everything from health and wellness to global business, renewable energy, and more.

DMG Productions (responsible for creating the Innovations show) includes personnel specialized in various fields from agriculture to medicine, independent films to regional news and more. Field producers work closely with experts in the field to develop stories. This powerful force enables DMG to consistently produce commercial-free, educational programming that both viewers and networks depend on.

For more information visit: www.InnovationsTelevision.com, or contact Michele Nehls via phone at (866) 496-4065 x 822 or via email at: Ryann@InnovationsTelevision.com.