



MEDIA CONTACT:

Crystal DeCotiis

cdecotiis@association-partners.com

908-359-9351

IMMEDIATE RELEASE:

***Innovations Series, to Feature American Association of Feline Practitioners, Airing Via
Discovery Channel on April 20, 2015***

DMG Productions explores the latest advancements in animal health

Hillsborough, NJ (April 8, 2015)— The [American Association of Feline Practitioners \(AAFP\)](#) will be featured on an episode of *Innovations with Ed Begley Jr.*, airing via The Discovery channel Monday, April 20, 2015 at 7:30 a.m. EST / PST and 6:30 a.m. CST. [Click here](#) for a sneak peek of the AAFP's Discovery Channel debut.

The AAFP improves the health and welfare of cats by supporting high standards of practice, continuing education for veterinary professionals, and scientific investigation.

In this segment, *Innovations* will educate viewers about 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 will learn about the AAFP's CFP designation, which is a program that 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 focuses on reducing the stress of the veterinary visit for both cats and cat owners.

"The AAFP's Cat Friendly Practice Program is a groundbreaking program in veterinary medicine," said Susan Little, DVM, DABVP (Feline), 2015 AAFP President. "The time is ripe for a program that helps veterinary practices do the best they can with their feline patients. The CFP program is about setting the standards of care, educating veterinary

practices about what their feline patient's need, about decreasing the stress of the veterinary visit, and it's about making sure that once the cat is at the veterinary clinic they receive the best quality of care that's appropriate to the cat."

In addition, the segment will examine how the AAFP focuses on educating cat owners to increase their understanding of feline behavior, how to reduce the stress of the veterinary visit which actually starts at home before the cat even gets to the clinic, the value of routine veterinary care, and the need to actively participate in their cats' individual healthcare plan.

"We are thrilled to be able to bring this important information to our viewers," said Michele Nehls, Producer for the series. "Cat lovers around the world will be amazed by the cutting-edge feline-friendly advancements the AAFP's Cat Friendly Practice program provides."

The segment will air Monday, April 20, 2015 at 7:30 a.m. EST/PST, 6:30 a.m. CST via The Discovery Channel and be available to view immediately after at: <http://www.catvets.com/cfp/>. 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.