



## Operation Kindness Teams Up with North Shore Animal League Kick Off Hallmark Channel's Kitten Bowl with Cat Care Starter Kit

CARROLLTON, Texas (Jan.31, 2017)...Operation Kindness – the original and largest no-kill shelter in North Texas – is teaming up with North Shore Animal League America and more than 100 shelter partners across the country to celebrate Hallmark Channel's Kitten Bowl IV game airing on SuperPURR Bowl Sunday at 11 a.m. Central on Hallmark Channel.

In preparation for the big game, Operation Kindness wants to help find forever homes for cats and kittens by offering cat care starter kits with all cat and kitten adoptions made on Saturday, February 4 and Sunday, February 5. Operation Kindness will host a special pre-game "tail"gate featuring a musical performance by members of the Dallas Symphony Orchestra beginning on Saturday, February 4 at 12:30 p.m. in the lobby of the no-kill shelter located at 3201 Earhart Drive, Carrollton, TX 75006. On Sunday, February 5, adopters will have an opportunity to meet with Lana Fraley Rich the [Catsultant](#) to answer adopter's questions about cat behaviors and provide tips about adoption.

Adoption fees are \$135 for cats and kittens. For each adoption of a cat or kitten, adopters will receive:

- Adoption counseling to help the adopter select the cat best suited to his/her needs, family and home environment
- Pet care and educational materials
- Temporary carrier for cats
- Operation Kindness tag with animal ID
- Microchip ID and registration
- Rabies tag for animals over four months of age
- Cat care starter kit with scratching pad, 30-pound bag of Fresh Step kitten litter and cat toys
- Spay or neuter surgery (if not previously done due to young age or medical reason)
- Coupon for 25 percent off entire purchase at Pets Supplies Plus



To adopt an animal from Operation Kindness, you must:

- Be at least 18 years of age
- Have a valid, government-issued photo ID with your current address on it
- Be able to verify that you can have a pet where you live

The Kitten Bowl is the greatest feline football showdown in cable television history and has resulted in more than 1,800 adoptions nationwide over the past three years. The competition will be hosted by North Shore Animal League America's volunteer, foster mom and national spokesperson Beth Stern, who will be joined by Peabody Award-winning reporter Mary Carillo, the voice of the New York Yankees John Sterling, and four-time Pro Bowl quarterback and Feline Football League Commissioner (FFL) Boomer Esiason to

capture every adorable moment of fleet-footed, fur-flying kitten playoff. Kitten Bowl IV will premiere Su-PURR Bowl Sunday, Feb. 5, 2017, 11 a.m. CST, on Hallmark Channel.

All of the players in the actual Kitten Bowl competition have found loving homes through Hallmark Channel's partnership with North Shore Animal League America – the world's largest no-kill, rescue and animal adoption organization. However, there are plenty of fabulous felines available at Operation Kindness waiting to find their new, loving homes.

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### **About Operation Kindness**

Founded in 1976, Operation Kindness is the original and largest no-kill shelter in North Texas. Its mission is to care for homeless cats and dogs in a no-kill environment until each is adopted into responsible homes and to advocate humane values and behavior. In 2016, Operation Kindness celebrated their 40th anniversary and their achievement of saving more than 90,000 animals since their inception. Annually the shelter assists more than 5,000 dogs and cats, caring for an average of 300 animals daily with another 100-150 animals in foster homes.

Join Operation Kindness in their mission to care for homeless animals by becoming a member of the Happy Tails Society. This group of dedicated friends provides a monthly gift to help pay for the medical care, medicine, food, shelter, nurturing and behavior training the pets need to have a second chance at life. Learn more about Operation Kindness at <http://www.OperationKindness.org> or on Facebook at [www.facebook.com/pages/Operation-Kindness/30251945822](http://www.facebook.com/pages/Operation-Kindness/30251945822).

### **About Hallmark Channel**

Hallmark Channel is Crown Media Family Networks' flagship 24-hour cable television network, distributed nationwide in high definition (HD) and standard definition (SD) to 90 million homes. As the country's leading destination for quality family entertainment, Hallmark Channel delivers on the 100-year legacy of the Hallmark brand. In addition to its signature new, original movies, the network features an ambitious lineup of other new, original content, including scripted primetime series, such as "Good Witch," "When Calls the Heart" and "Chesapeake Shores"; annual specials including "Kitten Bowl" and "Hero Dog Awards"; and a daily, two-hour lifestyle show, "Home & Family." Additionally, Hallmark Channel is the exclusive home to world premiere presentations of the acclaimed Hallmark Hall of Fame franchise. Dedicated to helping viewers celebrate life's special moments, Hallmark Channel also offers annual holiday programming franchises, including "Countdown to Christmas," "Countdown to Valentine's Day," "Summer Nights," "Fall Harvest" and "Winterfest." Rounding out the network's diverse slate are some of television's most beloved comedies and series, including "The Golden Girls," "The Middle," "Last Man Standing," and "Frasier."

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