

**FOR IMMEDIATE RELEASE**  
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## **Thundershirt Declares, “No More Scaredy Cats!”**

*-Thundershirt, the product that has helped so many anxious dogs around the world and is recommended by thousands of vets and trainers, introduces Thundershirt for Cats.*



**Durham, N.C. (April 23, 2012)**- Since 2009, the Thundershirt has been reducing anxiety among hundreds of thousands of dogs around the world. The company has conducted extensive research on the prevalence and effects of pet anxiety. Its product testing has produced amazing results for dogs, and now for the first time ever- the revolutionary Thundershirt is available for cats.

Great for vet visits, car travel, grooming, general fearfulness, litter box “problems”, separation anxiety and much more, the Thundershirt for Cats applies gentle constant pressure that calms cats when anxious or fearful. According to the American Association of Feline Practitioners (AAFP), 60% of cat owners report that their cat hates going to the veterinarian; 38% of cat owners report that they themselves get stressed just thinking about bringing their cat to the vets! One consequence of this fear is that many cats do not see their vets as often as they should, but now Thundershirt is working to change that.

“There’s no reason to continue stressing out our skittish, or shall I say “scaredy” cats,” said Phil Blizzard, founder of Thundershirt. “We’ve received thousands of testimonials from our dog-owning customers with positive reviews about the Thundershirt. Creating a version for cats was a natural next step within our company’s product development plan.”

With its patent-pending design, the new Thundershirt for Cats applies gentle, constant pressure to the torso. This pressure has a dramatic calming effect for cats if

they are anxious or fearful. Anxiety experts believe that pressure has a calming effect on the nervous system and may release calming hormones like endorphins or oxytocins.

“Using pressure to relieve anxiety has been a common practice for years,” Blizzard said. “Think of parents swaddling their newborn infant, and people with autism using pressure to relieve persistent anxiety. Thundershirt is proven effective for over 80% of dogs and early feedback suggests Thundershirt for Cats will be just as effective.”

Available in sizes small, medium and large, the Thundershirt for Cats comes in Heather Grey and can even be personalized with custom embroidery for an additional charge.



“Until now, there just hasn’t been a well-designed, inexpensive solution commonly used for cat anxiety,” Blizzard said. “Thundershirt for Cats is the simplest solution for cat fear and anxiety.”

The Thundershirt for Cats retails for \$39.95 and can be purchased online at [www.ThundershirtForCats.com](http://www.ThundershirtForCats.com) or at a variety of pet retail and specialty stores nationwide. For more information about the Thundershirt for Cats, or to request a product sample, high-resolution image, additional product information, or an interview please contact Kerry Sutherland at K. Sutherland PR, [Kerry@ksutherlandpr.com](mailto:Kerry@ksutherlandpr.com) or 714-465-9476.

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### ***About Thundershirt***

*Founded in 2009 in Durham, N.C., Thundershirt’s mission is to bring relief to the millions of dogs, cats and their families struggling to cope with dog anxieties. The Thundershirt is designed to apply a constant, gentle pressure to a dog or cat’s torso creating a dramatic calming effect for most users. Thundershirt continues to investigate dog and cat anxiety and fear issues with scientific-based studies and surveys from recognized veterinarians and customers. Thundershirt has already helped hundreds of thousands of dogs across the country and around the world.*

*The company also donates thousands of Thundershirts and funding to rescue groups and shelters to help these organizations manage their dogs’ anxieties and find permanent homes. Thundershirts are sold online at [www.thundershirt.com](http://www.thundershirt.com) and by retail stores, veterinarians, trainers and kennels across the country.*