



## PRESS RELEASE

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### FOR IMMEDIATE RELEASE

JANUARY 1, 2004

### 2004 CHARITY TREE SUPPORTS A SPECIAL CAUSE

WOOSTER, OH – From its necessary beginnings more than twenty years ago, MADD has evolved into one of the most widely supported and well-liked non-profit organizations in America. Visit [www.madd.org](http://www.madd.org) to learn about how MADD first started, the history of their fight against drunk driving and for victims' rights, and some of their victories along the way. MADD is not a crusade against alcohol consumption - **MADD's mission is to stop drunk driving, support the victims of this violent crime, and prevent underage drinking.**

Each year, Faline, creator of Cat's Meow, researches organizations she will support through sales of a special tree dedicated to that cause. Her goal is to educate others and heighten awareness of causes close to her heart through Cat's Meow. In 2004 she is supporting the MADD organization with the Special Event Tree for 2004. The red ribbons on the branches are in support of the "Tie One On For Safety" campaign sponsored by the MADD organization. A portion of the proceeds from the sale of each tree will be donated to the MADD organization.

Pieces are approximately 4"H x 3"W and retail for around \$13.00 each. Check with your local Cat's Meow retailer for availability. Introduced January 1, 2004 and scheduled to retire December 31, 2004.

The Cat's Meow® Village has been building memories with its miniature, wooden, handcrafted buildings and accessories for over 20 years. Many pieces commemorate historic structures and points of interest. "Casper," the trademark black cat, signifies the authenticity of Village products and can be found on each piece, along with the signature of Faline Fry Jones, creator of The Cat's Meow® Village.

Village enthusiasts find gratification in purchasing pieces that not only add to the warmth of their décor, but also preserve a favorite destination or time. With more than 30,000 designs created, there is a Cat's Meow piece that touches everyone's life.

For more information, please visit our web site at [www.catsmeow.com](http://www.catsmeow.com), email [cmv@fjdesign.com](mailto:cmv@fjdesign.com) or call 1-888-353-3744.

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