

CFA Ambassador Program

February, 2014

International Division – Phebe Low reporting



2014 CFA International Championship Cat Show – Hong Kong

As in past years, the CFA International Division's annual show was held the weekend of Feb 8-9, in conjunction with the largest Pet Show in Hong Kong. The grand "2014 Pet Show" venue was about 100,000 sq feet, located at Hong Kong Convention & Exhibition Center, also the largest and unique purpose-built facilities center of Hong

Kong. The gate was reported > 420,000 which broke the record of last year's 350,000. There were over 120 vendor booths in the hall including pet foods, products, services, training and veterinary. We are honored to be a part of it and being one of the core elements to attract visitors.



The cat show was nicely partitioned in a separate zone of the venue, away from main entrance and dog show. The show entry was 329 cats including Household Pet. Although the experienced breeders were so busy for his or her show cats, they talked to spectators about CFA, the breeds and cat care whenever they are free. Special thanks to Michelle & Alex who was manning the Ambassador team and were generous to take out their cats to let visitors to pet. Many visitors were getting the very first chance to touch a cat.

A kidcat corner was also set up to let children do color painting on cat shape magnets and drawings, these became souvenir that they could bring home with. We have been doing this corner for few years, which made the kids cheering

excitedly to spend longer time here and able to let parents felt relieved while exploring in the show.

It was like a cat carnival, people went in with different goals. Some wanted to spend a weekend here with family, some came to search for an answer for cat care. Some may wanted to search for a breed to start with.

Others wished to see a 'hairless cat - Sphynx, the gentle giant - Maine Coon, the 'mini panther' - Bombay, the ET cat – Cornish Rex...it was fill of joys when people meeting their breeds. The mission of a cat show is not solely a platform for campaigning, for showing off, it is also a place to provide public

education for people to learn more about our furry friends. Let people understand more about different breeds and cat care before they started to keep a cat. It can minimize mismatching of cats with owners which avoiding abandons eventually. **Our CFA Ambassadors are being the bridge to connect people to the cat fancy. Thanks for everyone who joining this beautiful program and be the face of CFA.**



Phebe Low

CFA Ambassador program Coordinator, Asia / CFA International Division Rep.



Kobe Animal School students with Ayumi Ueda, AB judge 2/2

On Saturday, I took 60 pamphlets for spectators and over 30 delivered to spectator and new exhibitor. A family who has American Shorthair came to Raptor and two daughters wanted to hug Raptor. Raptor was too heavy to hold for younger daughter. But she was so happy to touch Raptor.

On Sunday, I had to clerk and Masanari was so busy with showing male cat and working with Raptor. However, as usual he was so happy because, there were many young exhibitor including students of Animal School.

Masanari wore white coat from sheep fur with white painted face. One of long hair breeder helped painting of Masanari's face. Does he looks like a sheep? He hope so. Many young students from Kobe Animal School and teachers came to show and learned about CFA and cat show in the Ayumi Ueda's ring and ambassador booth. Raptor and Masanari did very well, I think !

We also had another 6x6 ring show at Tokyo by Riverside Cat Club Japan and Sappolo Pole Star Club on February 1-2. This show was first show for Sappolo Pole Star Club. Entry was 93.

At showhall, recently there are pretty many face with cotton mask. Everybody, please be careful of bad cold.

Masanari and Takako Kojima