



MILD KINGDOM

An Exploration of  Community Cats

Mild Kingdom

The residents of neighborhoods with community cat problems often have varying opinions or reactions. Some feed the cats, some wonder who will take responsibility and some just don't care. Our job? To get residents to look at community cats from a new perspective, and to encourage people to move from passive viewers to active participants. Introducing Mild Kingdom, a documentary-style TV spot that examines community cats near you.

OUTDOOR

JOIN THE EXPEDITION. REPORT STRAYS.



MildKingdom.org



REPORT STRAYS. IT'S AN ADVENTURE!



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SOCIAL

THE FLASH




**MILD
KINGDOM**



NAME:

The Flash (*Runnus fastus*)

DESCRIPTION:

Cats are quicker than you might think. A cat's spine is flexible and its stomach paunch stretches to enable quick sprints over uneven terrain.

LIKES:

Being healthy (vaccinations) and responsible (spay and neuter)

MILD CAT FACT:

The domestic cat runs at speeds up to 30 mph, which is 3 mph faster than Usain Bolt, the world's fastest human.



Learn more about community cats and find out how you can help at MildKingdom.org

FLUFFY BUTT




**MILD
KINGDOM**



NAME:

Fluffy Butt (Floofus buttox)

DESCRIPTION:

Some breeds of cats have longer fur than others, so they need to spend additional time keeping themselves clean. Let us know what you see!

LIKES:

Being healthy (vaccinations) and responsible (spay and neuter)

MILD CAT FACT:

A cat's tongue has tiny hooks to help comb through fur, removing dirt and debris.



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KANGA KITTY




**MILD
KINGDOM**



NAME:

Kanga Kitty (Vera bounci)

DESCRIPTION:

Cats love jumping, so if you see this fellow pouncing around the neighborhood, please call us. We'll neuter him and bring him back — humanely.

LIKES:

Being healthy (vaccinations) and responsible (spay and neuter)

MILD CAT FACT:

Cats can jump 6x their own length and 7x their own height. That's the equivalent of a human jumping over an airplane or a house.



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