

Feline Advisory Bureau becomes International Cat Care

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Pink champagne and cupcakes were the order of the day as the Feline Advisory Bureau (FAB) officially announced its rebrand as International Cat Care (ICC) on the opening day of BSAVA Congress 2013.



The charity officially unveiled its new name, visual identity and revamped website (www.icatcare.org) with a special reception on its stand as BSAVA 2013 kicked off on April 4.

CEO **Claire Bessant** said the revamp better reflected the charity's increasing international focus to help vets and local communities provide better care for cats.

She said: "We've been the Feline Advisory Bureau for 55 years. We're all very fond of the name, we've all had fun with the name, and it has a place in our hearts. But FAB was started as a very serious charity.

"Over the years we've developed because lots of people in lots of different countries wanted the information that we have and wanted to do more for cats."



She added: "We're delighted to be going forward as International Cat Care."

Vice president **Bradley Viner** added: "I first heard of the [charity] back in 1977 – an era when **cats were just considered to be slightly different shaped dogs** – and they're really not, as we all know. They're very different species and they have very different needs and diseases and they do need a very different approach.

"Since then, it's evolved. It's become much bigger, it's become much more professional and has morphed into a bigger, better, worldwide charity, but with the same core values providing **authoritative, unbiased, evidence-based advice** for cat owners and veterinary professionals."

- For further details, visit www.icatcare.org