

# Case Study: Feral Feline Project

**Who:** Feral Feline Project (FFP) is an Illinois-based animal rescue organization focusing on Trap, Neuter, Return (TNR) of feral, outdoor cats. By trapping feral cats, neutering and releasing them, FFP is helping control the feral cat population. Additionally, FFP rescues feral kittens, domesticates them and places them into loving homes.

**Need:** Thanks to generous supporters, FFP has grown to include a team of committed volunteers. With their help, FFP has increased the number of in-person adoption events at local pet stores. Furthermore, FFP needed branded apparel for volunteers to wear when working adoption events.

**Solution:** FFP was introduced to Eco Promotional Products (EPP) while on a TNR mission involving people from both organizations. FFP wanted the perfect color turquoise t-shirts to match the organization's branding. Additionally, FFP wanted comfortable, well-fitting, t-shirts that their volunteers of all ages and genders enjoyed wearing at adoption events and in public to further spread awareness about the organization's mission.

FFP alum, Ruby, is EPP's newest family member.

