



FOR IMMEDIATE RELEASE

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Cat Parents Can “Beat the Heat” Before Spring with Pets Alive’s Spay/Neuter Promotion

BLOOMINGTON, IN – It may seem that warmer weather is still out of reach, but now is the time to “beat the heat” by spaying your cat in advance of her heat cycle and preventing unwanted litters before “kitten season” arrives this spring – a time when shelters traditionally see large numbers of unwanted litters being born. To help reduce the number of homeless cats, Pets Alive is offering a “Beat the Heat” promotion sponsored by PetSmart Charities®. During the month of February, Pets Alive will spay/neuter female cats for a special rate of \$20.

Spaying and neutering is one of the most effective ways to reduce the homeless pet population. While some worry that their pet may be too young for this procedure, spaying and neutering is safe for kittens as young as eight to 10 weeks old. And, according to the American Veterinary Medical Association, spaying a female cat before the first heat cycle is actually beneficial, rather than waiting until after one heat cycle has occurred. The procedure is known to improve the health of the pet, including a reduced risk of certain reproductive cancers and infections.

“Many people don’t know that female cats can have as many as three litters a year, and kittens can breed as young as four months old,” says Melissa Kusturin, Executive Director of Pets Alive. “It’s our goal to bring female cats in before they go into heat and become pregnant. Our ‘Beat the Heat’ promotion is a fun way to educate the community and prevent unwanted litters.”

This special rate is even less than the organization’s normal low-cost price of \$33 and is available to all residents of south central Indiana. Cat parents who wish to take advantage of this offer must mention the “Beat the Heat” promotion when they schedule their appointment. The promotion is based on availability. Transportation options may exist for those living outside of Monroe County. Please visit www.petsaliveindiana.org or call 812-349-1349 for more information or to schedule an appointment. Pets Alive is also planning specials on male cats and Pit Bulls (including Pit Bull mixes) in the near future. Check their Facebook page or website for more information.

About Pets Alive

Since opening the nonprofit spay/neuter clinic doors in 2005, Pets Alive has completed over 53,000 spay and neuter surgeries. By serving animal shelters, rescue groups, and individuals in 16 counties in south central Indiana, Pets Alive is able to directly reduce the number of cats and dogs being born and possibly entering the shelter or facing a life on their own. Pets Alive also offers affordable vaccination clinics and flea, tick and heartworm preventive. Pets Alive relies on funding from individuals, businesses, and grants to subsidize surgery fees.

About PetSmart Charities

Established in 1994, PetSmart Charities, Inc. is an independent, nonprofit 501(c)(3) organization that creates and supports programs that save the lives of homeless pets, raise awareness of companion animal welfare issues and promote healthy relationships between people and pets. The largest funder of animal-welfare efforts in North America, PetSmart Charities has provided \$134 million in grants and programs benefiting animal-welfare organizations and has helped save the lives of nearly 5 million pets through its in-store adoption program. To learn more about how PetSmart Charities is working toward its vision of a lifelong, loving home for every pet, visit petsmartcharities.org or call 1-800-423-PETS (7387).

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