



FOR IMMEDIATE RELEASE

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PETS ALIVE SEEKS TO FIX 1,000 PETS IN FEBRUARY

BLOOMINGTON, IN – Each year, beginning in March, animal shelters experience a flood of homeless cats and newborn kittens. This 'kitten season' overwhelms the shelter and entire neighborhoods. Pets Alive Nonprofit Spay/Neuter Clinic is seeking to lessen the burden this year by offering reduced fees for cat spay and neuter surgeries.

Their 'Beat the Heat' promotion, sponsored by PetSmart Charities, runs through February and reduces the fee for female cats to \$20 from the normal rate of \$33. The fee does not include the required rabies vaccination, which is only an additional \$12. And because it takes two to tango, Pets Alive is offering their 'Kitten Season' promotion during the month of March to reduce the fee for male cats to \$20 which does include the rabies vaccine.

"This winter's warmer weather means that cats are going in to heat earlier and producing kittens already," said Melissa Kusturin, Pets Alive Executive Director. "By fixing cats now, we can greatly reduce the number of kittens being born and overwhelming the community and shelter. The most responsible thing we can do to address the problem is to spay and neuter in order to stop the problem before it starts."

The dogs have not been forgotten, Pets Alive is also offering a "Love-a-Bull" promotion, sponsored by the Animal Farm Foundation, and will fix the first 100 Pit Bulls (mixes included) for free. "These dogs tend to have large litters," says Kusturin, "sometimes 14-16. And as shelters know, there are just not enough homes - regardless of breed. This can lead to the dogs being given away to the first taker without regard to the future of the pet. The American Pit Bull Terrier was once a highly respected breed and is now a far too familiar face at local shelters. Large litters and overbreeding have led to a negative perception of a perfectly "love-a-bull" breed."

The announcement of these promotions comes during National Spay/Neuter Month and are designed to raise awareness of spay/neuter as the solution to pet overpopulation and encourage more south central Indiana residents to have their pets altered. Pets Alive hopes to fix 1,000 cats and dogs this February. They are able to spay and neuter cats and dogs of at least 2 months of age from anywhere in south central Indiana. Transportation opportunities may exist for those living outside of Monroe County.

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According to The Humane Society of the United States, nearly four million cats and dogs are put down in U.S. shelters each year. That means one homeless pet is euthanized about every eight seconds. Often these animals are the offspring of cherished family pets, even purebreds. Maybe someone's cat or dog got out just that one time or maybe the litter was intentional, but efforts to find enough good, permanent homes failed. The result is that homeless animals have to be euthanized. Spaying and neutering saves lives.

Pets that have been spayed or neutered lead longer and healthier lives and face of little risk of certain reproductive cancers. They are less likely to be injured in fights or in automobile accidents while roaming to seek out a mate. And ultimately, a spayed or neutered pet is the answer to pet overpopulation and unnecessary euthanasia.

The surgeries completed during Spay/Neuter month and beyond will prevent thousands of surplus births, decreasing suffering and saving taxpayers' dollars. In 2011, Pets Alive performed 9,171 surgeries in their 16-county service area in south central Indiana. This was the highest numbers of surgeries performed in a year since the clinic opened in 2005. The clinic hopes perform an even larger number of surgeries in 2012.

For more information on Pets Alive's Beat the Heat, Kitten Season, or Love-a-Bull promotions, visit their website at petsaliveindiana.org or call 812-349-1349 to make an appointment. Visit their website or Facebook page for news about other upcoming promotions.

About Pets Alive

Since opening the nonprofit spay/neuter clinic doors in 2005, Pets Alive has completed over 54,000 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. Visit petsaliveindiana.org for more information.

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