



2444 S Walnut St
Bloomington, IN 47401
(812) 349-1349
www.petsaliveindiana.org

MEDIA CONTACT:

Megan Reece, Development & Communications Director
Pets Alive Nonprofit Spay/Neuter Clinic
812.349.1349 x103, megan@petsaliveindiana.org

For Immediate Release

**Cat Owners should “Beat the Heat” before spring with
Pets Alive’s spay/neuter campaign**

**Sponsored by PetSmart Charities®,
“Beat the Heat” provides \$20 spay surgeries for female cats**

Bloomington, IN (January 19, 2016) – Warmer weather may still be months away, but Pets Alive Nonprofit Spay/Neuter Clinic wants you to **“Beat the Heat”** by spaying your cat in advance of her heat cycle and preventing unwanted litters from being born this spring. Animal shelters commonly refer to spring time as “kitten season” because that is when they receive the largest influx of unwanted litters that are difficult to adopt.

That’s why Pets Alive is offering a special **“Beat the Heat”** campaign sponsored by [PetSmart Charities](#), the largest funder of animal welfare efforts in North America. Through the “Beat the Heat” campaign, Pets Alive will provide \$20 spay surgeries for female cats during the month of February.

Spaying and neutering is one of the most effective ways to reduce the homeless pet population and is safe for kittens as young as eight to 10 weeks old, according to the American Veterinary Medical Association. Spaying a female cat before the first heat cycle can be beneficial, improving the health of the pet by reducing the risk of certain reproductive cancers and infections.

“Female cats can have as many as three litters a year, and kittens can breed as young as four months old,” says Dr. Nancy Ferguson, Pets Alive Veterinarian. “Most people don’t want to see their cat get pregnant over and over again, so hopefully our **“Beat the Heat”** campaign will serve as a gentle reminder to cat owners to sterilize their cats before they go into heat this year.”

This special \$20 rate is even less than the organization’s normal low-cost price of \$30 and is available to everyone, regardless of location or financial position. *Cat parents who wish to take advantage of this offer must mention the **“Beat the Heat”** campaign when they schedule their appointment.* This campaign is based on availability.

Thanks to the PetSmart Charities grant, Pets Alive will provide over 600 female cat **“Beat the Heat”** sterilizations for \$20 in February. Please visit www.petsaliveindiana.org or call (812) 349-1349 for more information or to schedule an appointment.

PetSmart Charities’ **“Beat the Heat”** campaign provides more than \$616,370 to spay/neuter clinics to fund affordable, high-quality spay and neuter surgeries for more than 19,536 female cats across the nation during the month of February.

About Pets Alive:

Pets Alive is a 501(c)(3) nonprofit organization providing the compassionate solution to end the euthanasia of cats and dogs by offering reduced-cost spay/neuter surgeries and essential vaccines and medicine to pets in south central Indiana. All surgery fees are subsidized through the generosity of our donors and sponsors.

About PetSmart Charities:

PetSmart Charities, Inc. is a nonprofit animal welfare organization that saves the lives of homeless pets. More than 400,000 dogs and cats find homes each year through our adoption program in all PetSmart® stores and our sponsored adoption events. PetSmart Charities grants more money to directly help pets in need than any other animal welfare group in North America, with a focus on funding spay/neuter services that help communities solve pet overpopulation. PetSmart Charities is a 501(c)(3) organization, separate from PetSmart, Inc.

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