

FOR IMMEDIATE RELEASE

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PRESS RELEASE

Paws Up For Health: Breeder's Choice Launches Campaign to Promote Feline Well-being

Empowering cat owners with expert advice and sustainable solutions for happier, healthier cats throughout April.

AUSTRALIA – Breeder's Choice, famous for its commitment to sustainable, high-quality cat care products, is launching **Paws Up For Health** this April. Celebrated throughout the entire month, this campaign is dedicated to promoting feline well-being and equipping cat owners with essential care tips. It reflects Breeder's Choice's ongoing mission to enhance the lives of cats while championing eco-friendly solutions.

Because at the heart of it all, **Your Cat Matters.**

The campaign focuses on four key pillars of feline care—hydration, nutrition, enrichment, and balance—encouraging cat owners to make simple, impactful changes that contribute to their pets' long-term health and happiness.

A key highlight is the collaboration with Breeder's Choice Vet Brand Ambassador and VetChat Founder, Dr Claire Jenkins, who will share expert insights on feline health throughout April.

Commenting on the campaign, Dr Jenkins said: *"Feline health is often overlooked, yet it's essential for ensuring our pets lead happy, healthy lives. Paws Up For Health presented by Breeder's Choice is a fantastic opportunity to educate cat owners on simple, effective ways to care for their cats."*

Throughout April, the campaign will deliver valuable content and interactive experiences, including:

- Expert tips shared across Breeder's Choice social media channels.
- Informative blogs published regularly on their website.
- Social Q&A session with Dr Jenkins.
- Exciting competitions, influencer collaborations and product sampling opportunities.

Steve Adams, Managing Director of Breeder's Choice, reinforced the brand's mission: *"At Breeder's Choice, we're passionate about providing sustainable, high-quality products that benefit both cats and the planet. Paws Up For Health strengthens our connection with cat owners and reinforces our position as a trusted partner in feline care."*





This inaugural Paws Up For Health campaign marks the beginning of an annual tradition by Breeder's Choice, ensuring ongoing support for cat owners and their feline companions with sustainable solutions and expert guidance.

Because at Breeder's Choice, Your Cat Matters—and every small change makes a big difference.

Follow Paws Up For Health presented by Breeders Choice at [@breederschoicecats / https://www.breederschoicecats.com.au/](https://www.breederschoicecats.com.au/)

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Media Kit available to download: [HERE](#)

About Breeder's Choice:

For over 30 years, Breeder's Choice has been at the heart of sustainable pet care, trusted by Australian cat owners who value both performance and environmental responsibility. Made from 99% recycled paper, their cat litter offers superior odour control without chemicals, ensuring a safe and clean environment for pets, people, and the planet. Lightweight, biodegradable, and highly absorbent, Breeder's Choice litter provides a sustainable solution without compromising on quality.

The Breeder's Choice family now includes tailored products for every stage of feline care:

- **Breeder's Choice PLUS Probiotic:** Advanced odour control with natural probiotic action.
- **Breeder's Choice PLUS Kitten:** Gentle pellets designed for kittens' sensitive paws.
- **Breeder's Choice Treats:** A protein-rich, all-natural snack range made to satisfy even the fussiest feline friends.

Integral to the brand is Ginger, the charismatic Cat Morale Officer (CMO). Featured proudly on product packaging, Ginger embodies the playful and spirited nature of the brand. Known for boosting office morale and delighting in naps, Ginger reminds us that pets make life better—and Breeder's Choice makes caring for them easier.



Part of FibreCycle's portfolio, Breeder's Choice reflects a commitment to doing good—providing eco-conscious pet care solutions that align with sustainable living. Whether welcoming a playful kitten or caring for a lifelong companion, Breeder's Choice ensures every paw print leaves a positive mark on the planet.

Choose better for your pet and the environment. **Choose Breeder's Choice – because Your Cat Matters.**