

**FOR IMMEDIATE RELEASE**

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## **PRESS RELEASE**

### **Enrichment Matters: Simple Steps for Happier, Healthier Cats**

*Expert advice from Dr Claire Jenkins as part of the Paws Up For Health campaign presented by Breeder's Choice, focusing on enhancing your cat's well-being through effective enrichment strategies.*

**APRIL 2025: AUSTRALIA** – Providing mental and physical stimulation is essential for your cat's overall health, helping to prevent boredom, reduce stress and promote a happy, active lifestyle. As part of the Paws Up For Health campaign presented by Breeder's Choice, Dr Claire Jenkins, Breeder's Choice Vet Ambassador and founder of VetChat, offers practical tips to enrich your feline friend's daily routine.

*"Enrichment isn't just about keeping your cat entertained; it's about fulfilling their natural instincts and promoting mental and physical health," says Dr Jenkins. "Simple changes can make a significant difference in your cat's quality of life."*

### **Top 5 Tips for Enhancing Your Cat's Mental and Physical Stimulation**

#### **1. Engage in Interactive Play Sessions**

Dedicate time each day to play with your cat using toys that mimic prey, such as feather wands or laser pointers. These activities stimulate their hunting instincts and provide necessary exercise. "Interactive play is a great way to bond with your cat while keeping them mentally and physically active," advises Dr Jenkins.

#### **2. Provide Puzzle Feeders**

Incorporate puzzle feeders into mealtime to challenge your cat's problem-solving skills and slow down rapid eating. "Puzzle feeders turn feeding into an engaging activity, satisfying your cat's natural foraging instincts," notes Dr Jenkins.

#### **3. Create Vertical Spaces**

Cats love to climb and observe their environment from elevated spots. Install cat trees, shelves, or window perches to offer vertical exploration opportunities. "Vertical spaces enrich your cat's environment and provide them with a sense of security," says Dr Jenkins.



#### **4. Rotate Toys and Introduce New Scents**

Keep your cat's environment interesting by regularly rotating their toys and introducing new scents, like catnip or silvertop. This variety prevents boredom and encourages exploration. "Changing toys and scents keeps your cat curious and mentally stimulated," explains Dr Jenkins.

#### **5. Establish a Routine with Training Sessions**

Cats can benefit from short, positive reinforcement-based training sessions. Teaching simple commands or tricks provides mental stimulation and strengthens your bond. "Training isn't just for dogs; cats enjoy the challenge and attention, too," says Dr Jenkins.

### **Celebrate Feline Enrichment This April**

Throughout April, the Paws Up For Health campaign by Breeder's Choice offers practical advice, engaging activities, and expert insights to help cat owners enhance their pets' well-being. By focusing on enrichment, Breeder's Choice aims to empower cat owners to create stimulating environments that promote healthier, happier lives for their feline friends.

For more expert tips, informative blogs, and interactive activities, visit Breeder's Choice's website or follow their social media channels. Let's make enrichment a priority for the well-being of our cats!

**Media Kit** is available for download from [INSERT LINK].

**Interviews** with Dr Claire Jenkins or Steve Adams are available on request.

**Product Samples** are available on request.

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#### **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—and let Ginger be your guide to cleaner, greener pet care.