

FOR IMMEDIATE RELEASE

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PRESS RELEASE

Hydration Matters: Simple Steps for Happier, Healthier Cats

Expert guidance and sustainable tips for cat owners as part of the Paws Up For Health campaign presented by Breeder's Choice, running throughout April

APRIL 2025: AUSTRALIA – Keeping your cat hydrated is one of the simplest yet most impactful ways to support their overall health. Proper hydration plays a vital role in preventing urinary tract issues, maintaining kidney health, and ensuring overall feline well-being. In celebration of the *Paws Up For Health campaign presented by Breeder's Choice*, Dr Claire Jenkins, Breeder's Choice Vet Ambassador and founder of VetChat, has compiled five expert-backed tips to help ensure your feline friend stays well-hydrated.

“Hydration is one of the simplest ways to support your cat’s health, yet it’s often overlooked. Small changes, like incorporating moisture-rich treats or providing multiple water sources, can significantly improve your feline’s well-being,” says Dr Claire Jenkins, Breeder's Choice Vet Ambassador and founder of VetChat. *“Here are five simple yet effective tips to help keep your cat well-hydrated.”*

Top 5 Tips to Keep Your Cat Hydrated

1. Provide Fresh Water Daily

Cats are naturally drawn to fresh, clean water. Make sure to replace your cat’s water at least once a day and clean the bowl regularly to avoid bacterial build-up. “Cats are more likely to drink when their water is clean and appealing,” advises Dr Jenkins.

2. Incorporate Wet Food into Their Diet

Wet cat food can contain up to 80% water, making it an excellent way to boost hydration. “Including wet food in your cat’s diet not only enhances their water intake but also supports overall nutrition,” says Dr Jenkins.

3. Use Multiple Water Stations

Cats are more likely to drink water if it’s easily accessible. Place water bowls in multiple areas around your home, particularly in spots your cat frequents. Dr Jenkins adds, “Having multiple water sources encourages cats to drink more without effort.”





4. **Enhance Treat Time with Hydration**

Adding a small amount of water to treats, like Breeder's Choice Tasty Treats, can provide an extra source of hydration while keeping treat time enjoyable. "Softening treats with water not only helps with hydration but can also be a great way to cater to cats with sensitive teeth or gums," suggests Dr Jenkins.

5. **Flavour Their Water**

A splash of low-sodium chicken broth or tuna water can make drinking more enticing for cats. Dr. Jenkins recommends, "Offering flavoured water can be a great option for cats who are reluctant to drink plain water. However, always ensure fresh, clean water is available at all times".

Celebrate Feline Well-being This April

The Paws Up For Health presented by Breeder's Choice campaign continues throughout April, offering practical advice, fun activities, and expert insights. With hydration as a key focus, Breeder's Choice hopes to inspire cat owners to take small, impactful steps toward improving their pet's quality of life.

For more expert tips, informative blogs, and interactive activities, visit Breeder's Choice's website or follow their social media channels. Let's make hydration a priority for healthier, happier cats!

For more information, visit Breeder's Choice on their website or follow their social media channels to stay updated on the campaign's activities.

Media Kit is available for download from [HERE](#)

Interviews with Dr 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.