



**FOR IMMEDIATE RELEASE**

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## **PRESS RELEASE**

### **Breeder's Choice Launches the Cosy Cat Project: A Winter Wellness Campaign Supporting Indoor Cats Across Australia**

*A strategic content-led campaign targeting responsible pet owners with expert advice, timely storytelling and strong brand alignment.*

**MAY 2025: AUSTRALIA** - In response to growing demand for credible pet care guidance, particularly during the colder months, sustainable pet care brand [Breeder's Choice](#) will launch the Cosy Cat Project, a seasonal content campaign designed to educate and engage cat owners across Australia.

Running throughout June and July, the Cosy Cat Project presented by Breeder's Choice delivers a coordinated content stream across earned, owned and social media, aiming to position Breeder's Choice as the trusted partner in feline winter wellbeing. The campaign features expert insights from Dr Claire Jenkins, Breeder's Choice Vet Ambassador and founder of VetChat, with a focus on practical, preventative care for indoor cats.

"We created the Cosy Cat Project to add real value for pet owners, with content that's grounded in vet expertise and delivered in ways that are engaging, seasonal and relevant," states Steve Adams, Managing Director of Breeder's Choice. "It's part of our commitment to go beyond product, helping our customers care for their cats in meaningful ways all year round."

Each week, the campaign will explore a different winter health theme, from managing indoor weight gain and supporting skin and coat health in heated homes to caring for senior cats with stiff joints and adjusting diets in cold weather.

The Cosy Cat Project is structured to drive both consumer engagement and category visibility. Weekly releases authored by Dr Jenkins will be supported by blog content, social storytelling, digital influencer activity and integrated product messaging across key platforms. With content designed to be informative, shareable and grounded in expert authority, the campaign also aims to build brand trust and drive awareness of Breeder's Choice's broader sustainable offering.

"Winter is a key opportunity for brands to deepen relationships with pet owners," continues Adams. "This campaign helps us connect more meaningfully with our audience, while reinforcing the quality and purpose that define Breeder's Choice."



The Cosy Cat Project, presented by Breeder's Choice, will also spotlight key products across the Breeder's Choice range, including their signature 99% recycled paper litter and their growing range of all-natural, protein-rich cat treats.

For campaign partnerships, interviews with Dr Claire Jenkins or Steve Adams, media assets, or further information, please contact:

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**About Breeder's Choice:**

**Website:** <https://www.breederschoicecats.com.au/>

**Instagram:** [@breederschoicecats](https://www.instagram.com/breederschoicecats)

**Facebook:** [@breederschoice](https://www.facebook.com/breederschoice)

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.