

FOR IMMEDIATE RELEASE

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PRESS RELEASE

Winter Weight Gain: Top 5 Tips to Keep Indoor Cats Healthy and Active

Expert advice from Dr Claire Jenkins as part of the Cosy Cat Project, presented by Breeder's Choice. This week focused on preventing winter weight gain and promoting healthier, more active indoor cats.

JUNE 2025: AUSTRALIA – As temperatures drop, indoor cats are more likely to curl up and slow down, leading to weight gain, restlessness and long-term health risks. But winter doesn't have to mean a decline in feline fitness.

In the first release of the Cosy Cat Project, a winter initiative focused on supporting feline health and wellbeing, Breeder's Choice shares practical, vet-approved advice for keeping cats healthy, comfortable and active throughout the colder months. According to Dr Claire Jenkins, Breeder's Choice Vet Ambassador and founder of VetChat, a few small changes can make a big difference.

"It's completely normal for cats to become less active in winter, but that shift can lead to weight gain and poor muscle tone if it's not balanced with indoor enrichment or adjustments in diet," says Dr Jenkins. "The key is to keep things stimulating. Whether it's a new window perch, a feeding puzzle, or just short daily play sessions, anything that gets them moving helps protect their overall health."

Dr Claire's Top 5 Winter Tips for Healthy, Active Cats

1. Incorporate Play-Based Feeding

Don't just stick to the food bowl - make mealtimes more enriching by using lick mats, puzzle feeders, or treat-dispensing toys. These encourage movement and tap into your cat's natural hunting instincts. They'll enjoy patting, pushing, batting and working to get their food out, turning feeding time into a fun and stimulating experience that's both physically and mentally engaging.

2. Add Vertical Territory

Cat trees, shelves and window perches encourage climbing, movement and mental stimulation, all vital for indoor cats during the winter lull.

3. Schedule Short Play Sessions

Aim for multiple 5–10 minute play bursts each day. Wand toys, feather teasers and laser games all help burn energy and keep your cat mentally sharp.

4. Watch the Treats

Stick to high-protein, species-appropriate treats like those from the Breeder's Choice range, and reduce main meal portions slightly to balance any extras.

5. Monitor Their Weight

Even minor weight gain can strain a cat's joints and organs. Monitor your pet's body condition and consult your veterinarian if you notice any changes.

"Prevention is much easier than reversing weight gain in cats," adds Dr Jenkins. "By keeping their minds and bodies active during winter, we're not only avoiding seasonal weight gain, we're protecting their long-term wellbeing too."

About the Cosy Cat Project

Running through June and July, the Cosy Cat Project is a winter wellbeing initiative from Breeder's Choice, offering timely, expert-backed advice to support feline health. Through a mix of media releases, blogs, social content and influencer storytelling, the campaign is designed to help every cat stay healthy, warm and well this winter.

For interviews with Dr Claire Jenkins, high-res images, product samples or further information, contact:

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Media Kit is available for download from [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—and let Ginger be your guide to cleaner, greener pet care.