



FOR IMMEDIATE RELEASE

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PRESS RELEASE

Love Has No Age: Why Senior Cats Make the Best Companions

Older cats often get overlooked in shelters, but their calm, affectionate nature and quiet loyalty make them some of the best pets you could ever adopt.

AUGUST 2025 - This August, Sydney Dogs & Cats Home has launched *Purrfect Match*, an awareness campaign supported by Breeder's Choice, designed to help senior cats find new homes and reshape public attitudes around older feline adoption.

"There's a belief that older cats are more difficult, more vet bills, more fuss, but many are perfectly healthy and incredibly low maintenance," says Melissa Penn, Managing Director at Sydney Dogs & Cats Home. "They are some of the most loving animals we care for. They have known family life, they know how to fit into a home, and they're ready to settle in again."

Most senior cats are surrendered not due to behaviour or health issues, but because their owners face changes in living situations or health. These cats arrive fully litter-trained, desexed, and emotionally mature, traits that make them ideally suited to quieter households.

"People think they are doing a good deed by adopting a senior cat. And they are," Melissa continues. "But what often surprises them is how much they get in return. These cats form deep bonds. They're calm, they're incredibly grateful, and there is a sweetness to them that is hard to describe until you experience it."

Comfort and routine play a significant role in helping older cats thrive, especially in shelters. Melissa notes that small details like the right litter can make a real difference.

"Soft, absorbent litter like Breeder's Choice is ideal for senior cats. It is gentle on their paws, helps us keep the space hygienic, and makes them more confident using the tray, especially if they have mobility issues."





For over 30 years, Breeder's Choice has supported Australian cat owners with high-quality, eco-friendly litter made from 99% recycled paper. The brand donates over 800 bags of litter each year to Sydney Dogs & Cats Home to support cleaner, safer conditions for cats waiting for adoption.

"This campaign is about more than just rehoming cats," says Steve Adams, Managing Director at Breeder's Choice. "It's about showing what real care looks like and giving every cat the comfort and dignity they deserve, regardless of age."

Behind every adoption is a story, and those involving older cats are often the most moving: a ten-year-old who finally naps in a quiet home again, or a bonded pair who have waited together for months. Through campaigns like *Purrfect Match*, those stories are finally being seen.

"They may be older, but they're not past it," Melissa says. "They're just waiting to be chosen."

To learn more about the campaign or meet adoptable cats, visit <https://sydneydogsandcatshome.org> or follow @sydneydogsandcatshome and @breederschoicecats on Instagram.

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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 Fibre Cycle'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.