

FOR IMMEDIATE RELEASE

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PRESS RELEASE

What to Expect When Adopting a Senior Cat

Why opening your home to an older feline might be the most rewarding decision you make.

AUGUST 2025 - A quiet presence in the home. A warm body curled up on the lounge. A deep purr the moment you walk through the door. These are just some of the things new adopters can expect when they welcome a senior cat into their lives.

This August, *Purrfect Match*, a campaign by Breeder's Choice in partnership with Sydney Dogs & Cats Home, is putting senior cats in the spotlight, not only to help find them loving homes, but to show what wonderful companions they can be.

"There's this idea that senior cats are too difficult or too old to adapt," says Melissa Penn Managing Director at Sydney Dogs & Cats Home. "But it's just not true. Most are incredibly resilient and grateful. They've known family life. They're litter trained. They want nothing more than a calm home and someone to love."

In Melissa's experience, senior cats often settle in faster than expected. "They don't need constant stimulation or supervision. They're content with routine and affection, and many adopters tell us how quickly a bond forms."

Many senior cats have ended up in shelters through no fault of their own, often due to their owners' illness, a change in housing, or unexpected life events. "They've had a life," says Melissa, "and now they just want a soft place to land. That's something we can all relate to."

Steve Adams, Managing Director at Breeder's Choice, says the campaign is about showing real care in action. "We're proud to support this campaign because it's aligned with what we believe in: practical help, genuine care, and making a difference at every stage of a cat's life."

Senior cats may require minor adjustments, such as softer bedding or easily accessible litter trays, but they generally come fully vet-checked, desexed and ready to settle into their next chapter. Breeder's Choice continues to support





shelters like Sydney Dogs & Cats Home with eco-friendly, low-dust litter that's gentle on senior paws and ideal for cats with mobility issues.

"They may have a few more years behind them," Melissa adds, "but they've got plenty of love ahead. All they need is someone to give them that chance."

To learn more about adopting or to meet cats ready for their second chance, visit 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 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.