



FOR IMMEDIATE RELEASE  
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## PRESS RELEASE

### **Purrfect Match: Breeder's Choice Launches Campaign to Support Senior Cat Adoption**

*Breeder's Choice and Sydney Dogs & Cats Home have launched a new adoption campaign this August aimed at helping senior and vulnerable shelter cats find their forever homes, driven by a shared belief that real care goes beyond the basics.*

**JULY 2025: AUSTRALIA** – Senior cats often get overlooked, but this August, they're getting their moment. Breeder's Choice has partnered with Sydney Dogs & Cats Home to launch 'Purrfect Match', a month-long awareness campaign shining a light on older cats and helping them find the homes they deserve.

"This campaign is about more than just rehoming senior cats," comments Steve Adams, Managing Director at Breeder's Choice. "It's about showing what real care looks like. We believe every cat deserves comfort, dignity and a fresh start."

Over the month various cats' stories will be shared via the Breeder's Choice Instagram and Facebook pages on stories giving potential adopters a glimpse into their personality and ideal home environment. It's an approach designed to create a connection and shift perceptions around adopting older pets.

"These are the cats who often get passed over just because of their age," states Melissa Penn Managing Director at Sydney Dogs & Cats Home. "But once they're in the right environment, they give back so much love. Campaigns like 'Purrfect Match' by Breeder's Choice are a chance to show people just how special they really are."

The campaign is a continuation of the brand's long-standing support for feline wellbeing. Breeder's Choice donates over 800 bags of its eco-friendly litter to the Sydney Dogs & Cats Home each year, helping maintain a hygienic, low-stress environment for their cats.

Purrfect Match runs throughout August across Instagram and Facebook. Followers are encouraged to share awareness and help spread the word and even consider adoption. Because every cat deserves a second chance.

To meet a senior cat or follow the *Purrfect Match* stories, visit [sydneydogsandcatshome.org](http://sydneydogsandcatshome.org) or follow @breederschoicecats and @sydneydogsandcatshome on Instagram.



This release has been distributed by [Missy Mischief Creative](http://MissyMischiefCreative.com) on behalf of Fibre Cycle



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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.



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