

FOR IMMEDIATE RELEASE

August 2025

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PRESS RELEASE

What people get wrong about senior cats (and what they get right)

Senior cats are often overlooked in shelters, but they're some of the most loving, low-maintenance companions, and experts say it's time to challenge the myths holding them back.

AUGUST 2025: AUSTRALIA – They're too stuck in their ways. They'll just get sick. They won't bond with you. These are just some of the misconceptions that keep senior cats waiting longer in shelters, even though they often make the best companions.

This August, Sydney Dogs & Cats Home and Breeder's Choice are working to shift that thinking through their *Purrfect Match* campaign. It's an awareness campaign that focuses on rehoming senior cats and educating the public about what older cats are really like and why they deserve a second chance.

"People assume older cats come with too many problems," says Melissa Penn Managing Director at Sydney Dogs & Cats Home. "But the truth is, most of our senior cats are healthy, low-maintenance and incredibly affectionate. They settle in quickly and are happy just being near you."

Senior cats at the Sydney Dogs & Cats Home are fully vet-checked, desexed, litter-trained and often more suited to a quiet home than energetic kittens. Many are surrendered through no fault of their own, due to the owner's illness, relocation, or changes in housing circumstances.

"People think they're 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's a maturity and sweetness to them that's hard to describe until you experience it."

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

Breeder's Choice also donates 800 bags of litter annually to Sydney Dogs & Cats Home, helping to maintain clean, comfortable conditions, especially for older cats who may be managing arthritis or other age-related needs.





Melissa says the right litter makes a big difference: “Soft, absorbent litter like Breeder’s Choice is ideal for senior cats. It’s gentle on their paws, helps us keep the space hygienic, and makes them more confident using the tray – especially if they have mobility issues.”

So, what do people get right about senior cats?

“They make amazing companions,” Melissa says. “They’re gentle, predictable, loving and they don’t care how old you are either. They just want someone to curl up with and call their own.”

To meet a senior cat or follow the *Purrfect Match* stories, visit sydneydogsandcatshome.org or follow @breederschoicecats and @sydneydogsandcatshome 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.