

NEWS RELEASE**FOR IMMEDIATE RELEASE**

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Exec@PawsitiveAlliance.org; 425-319-0968**Yakima Valley Kitten Shower****Mother's Day, May 8, through May 31, 2022****Pawsitive Alliance is helping feed hungry kittens and keeping their mamas healthy.**

Yakima, WA, May 3, 2022 — Pawsitive Alliance is hosting a “Kitten Shower”, kicking off on Mother’s Day, May 8th, to benefit rescue efforts for mama cats and their babies throughout the Yakima Valley, and we are inviting the whole community to participate! Kitten season describes the time of year where, as the weather warms, unaltered cats are feeling frisky and having multiple litters of kittens. Kitten season in the Yakima Valley typically runs from May through October; unaltered female cats go into heat and have up to three litters per year with an average of four to eight kittens per litter; and all those kittens can reproduce and have their first litter at just four months of age. This fast reproduction cycle leads to a boom in the kitten population, overwhelming any cat caretaker who then turns to our area shelter and rescues for help.



To help feed hungry kittens and keep cat mamas healthy, Pawsitive Alliance is partnering with the Underground Community Cat Rescue, Yakima Humane Society, and Yakima Valley Pet Rescue—all leading cat caretakers in the valley—to help them keep up with the heavy demands of kitten care for the thousands of kittens being born from the many unplanned “oops” litters that are showing up at their doors. We are inviting the community to get involved by supporting the care of these vulnerable animals, and given the numbers, community support is critical in saving as many lives as possible. We have made participating in the Kitten Shower super easy: simply visit www.pawsitivealliance.org for a list of recipient organizations and their supply needs—which range from kitten milk replacement formula to heating pads—and how to donate.

From May to October 2021, Yakima Humane Society cared for 794 kittens and 267 neonates (kittens aged less than three weeks old which need intensive care to survive), some still had their moms, but many did not, which leads to more burden on the human caretakers. Many additional kittens and mama cats were served by other rescue organizations in the county. This year is proving to be just as busy following a slowdown in spay and neuter surgeries due to COVID interruptions and a statewide veterinary staffing shortage. Spaying and neutering cats is a top priority of the animal welfare community, but we also want to take care of the “oops” babies born from unplanned litters.

Pawsitive Alliance is a 501(c)3 organization whose mission is to help end the euthanasia of cats and dogs in Washington by increasing adoptions, supporting spay and neuter programs, and improving pet retention. The organization’s vision is a healthy and happy home for every cat and dog in Washington. So far this year, Pawsitive Alliance has distributed nearly 9,000 pounds of pet food and supplies to help care for pets in need. To learn more about Pawsitive Alliance, the Kitten Shower, and our many other resources and activities to benefit pets in need, visit www.PawsitiveAlliance.org.

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