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the great debate

press kit



ABOUT US

JOANIE BERNARD FOUNDATION

The Ten Movement is funded by The Joanie Bernard Foundation, which began in 2013 for the pursuit of life, love and a home for every feline. The foundation supports a network of no-kill cat shelters and groups that provide care for cats, as well as programs and campaigns to encourage adoption and share the benefits of spaying and neutering. Why is it called the Ten Movement? Because cats famously have nine lives. Together, we can give them one more.

97.5%

Live Release Rate in Cincinnati & Dayton

Compared to 37% before the Ten Movement was launched

SPAY & NEUTER FACTS

- One unspayed female cat can have up to **3 litters of kittens per year**. Spay/neuter helps prevent unwanted litters, shelter overcrowding and, most importantly, cat lives lost due to euthanization.
- Cats can start reproducing by **5-6 months of age**, so it's recommended to get them fixed as early as 4 months old.
- Neutered male cats can **live 62% longer** than unneutered male cats, and spayed female cats **live 39% longer** than unspayed female cats.
- Spay/neuter **helps minimize unwanted behaviors** such as roaming, yowling, spraying and fighting.



OUR LATEST CAMPAIGN

THE GREAT DEBATE

Throughout history, there have been two kinds of people in this world: those **who love cats** and those **who do not**. The Ten Movement's newest campaign, called "The Great Debate," shows both sides that there's one thing we can agree on ... that **cats should be spayed or neutered**.

Deborah Cribbs, chair of the board of trustees for Joanie Bernard Foundation and the Ten Movement, selected internationally renowned director John O'Hagan to create this new campaign. The goal is to promote the benefits of spay/neuter to more than just cat lovers. Spaying and neutering is the most humane way to prevent shelter overcrowding and reduce stray and feral cat populations. Cat lovers and cat haters can both agree: spay/neuter works.

Which side are you on?



👍 LOVE CATS?

Have your cat spayed or neutered, so your lovable snuggle-puff can live a healthier, happier life.



NOT SO MUCH? 🙄

Help prevent stray and feral cats from overpopulating your neighborhood. Learn more about community cats and TNR.

7,000 B.C.

Present Day

1478



OUR EXPERT

DEBORAH CRIBBS

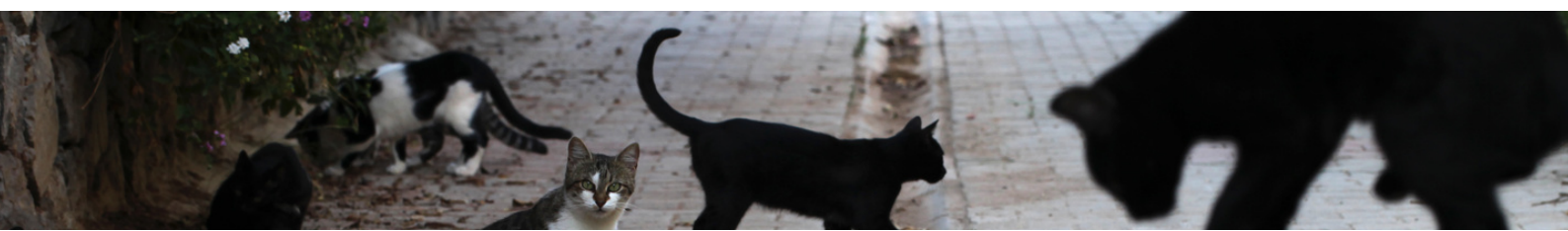
Deborah Cribbs is the chair of the Board of Trustees for the Joanie Bernard Foundation, the nonprofit organization behind the Ten Movement and Scooter the Neutered Cat. The Joanie Bernard Foundation works to support a network of no-kill cat shelters and groups providing care, homes and advocacy for cats. If you've ever heard the expression "Cats have nine lives," you understand the purpose behind the Ten Movement – to give cats one more life by focusing on spay/neuter efforts as the simplest, most humane way to address feline overpopulation.

Cribbs' personal experience has deepened her connection to the work of the movement she leads. She cares for a colony of community cats and is an admitted "failed" foster parent who fell in love with her foster cat and ended up adopting. She has overseen every Scooter campaign and encouraged her creative team to keep pushing the boundaries to spread awareness for spay/neuter, community cat education, and adoption and fostering efforts. This dedication helps to advance the mission to make Greater Cincinnati a no-kill cat community.

When Cribbs, whose career is in the banking industry, and the board were originally bequeathed the money to form the Joanie Bernard Foundation, their only charge was to improve the lives of cats. Due in part to Cribbs' vision, they have accomplished that and so much more. The Ten Movement has played a vital role in dramatically raising the live-release rate to unprecedented heights in the region – from 37% in 2013 to more than 97% today.

Cribbs believes there is still plenty of work to be done. The Ten Movement continues to fund creative public service campaigns like The Great Debate, as well as those spearheaded by Scooter the Neutered Cat like the recent "Mild Kingdom" initiative for community cat awareness. Past campaigns include "Cat Math" and "Talk to Your Cat About Sex," which have sparked viral interest across the country for their fun, cheeky takes on life-saving resources.

A devout animal lover, Cribbs resides in Cincinnati with her husband and pets. She and Scooter have no plans to slow down. They will continue educating the public until there is a 100% no-kill nation for cats.





OUR STORYTELLER

JOHN O'HAGAN

John O'Hagan is an award-winning commercial and film director. His work is distinguished by his strong visual storytelling and humor. These are the key elements to bring to life the vision behind "The Great Debate," the newest ad campaign from the Joanie Bernard Foundation to educate viewers on the importance of spay/neuter to improve the lives of cats and the people that surround them.

John loves documentaries, interesting stories and great characters. His commercial work demonstrates his love of comedy, storytelling and special effects. Reminiscent of one of John's most celebrated spots, "Cat Herders" for EDS, "The Great Debate" comically highlights the ongoing debate between those who love cats and those who don't. The campaign focuses on the one thing everyone can agree on: Neutering and spaying cats is the right thing to do, no matter if you love them or not. His mastery of the craft, high standards and emphasis on authenticity shine in his work on the new campaign for the Joanie Bernard Foundation.

O'Hagan studied film and photography at Brown University, Rhode Island School of Design and New York University, where he received a Master of Fine Arts degree in directing. His early

film work experience included working for directors Spike Lee, Milos Forman, Todd Haynes and David Byrne.

John began his film career by writing and directing the short film "Five Spot Jewel," which won Best Short Film at three film festivals. He then directed the feature documentary film "Wonderland," a humorous look at America's first mass-produced "cookie cutter" community in Levittown, New York. The film premiered at the Sundance Film Festival and went on to win five Best Documentary Film awards and was purchased by HBO. For this film, John was nominated by the Directors Guild of America for Best Direction of Documentary.

He is currently working on "Waveland," a feature-length documentary that follows the journey of an array of different residents of a small Mississippi town. Drawn there to help after Hurricane Katrina, John has filmed a group of individuals intermittently over the years to explore how different people respond to a life-altering event. Another project John is currently co-directing follows a group of Chicago photographers. See more of John's work and learn about his storytelling at johnohagandirector.com.

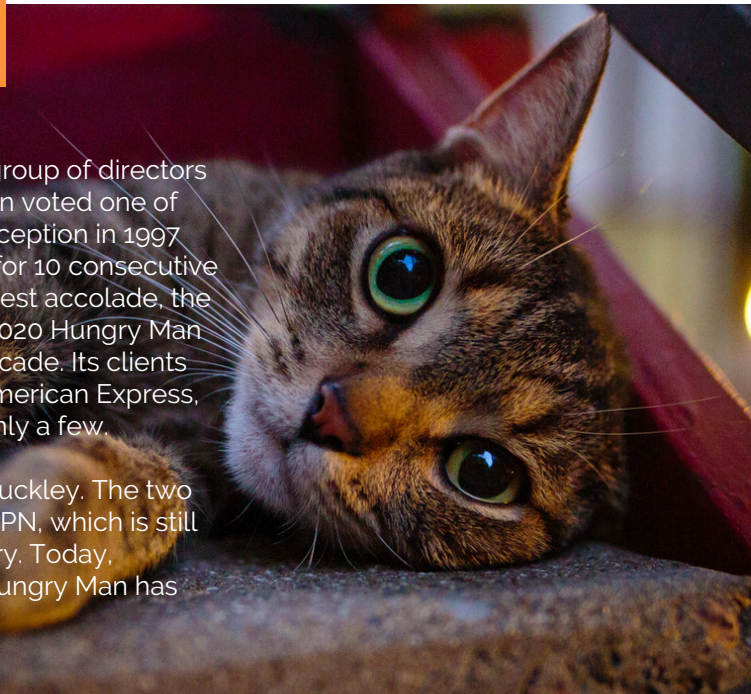
ABOUT



HUNGRY MAN

Hungry Man is home to an accomplished and award-winning group of directors and production executives. The company has consistently been voted one of the top commercial production companies globally since its inception in 1997 and is the first production company to be ranked in the top 10 for 10 consecutive years. Hungry Man was awarded the production business' highest accolade, the Palme D'Or at the Cannes Advertising Festival in 2004, and in 2020 Hungry Man Productions made the Top 10 for Cannes Palme D'Or of the Decade. Its clients are diverse and include Amazon, Apple, Google, Coca-Cola, American Express, Verizon, BMW, Mercedes, Budwieser, and Heineken, to note only a few.

Hungry Man founders are directors Hank Perlman and Bryan Buckley. The two first collaborated on the "This Is Sportscenter" campaign for ESPN, which is still one of the most award-winning campaigns in advertising history. Today, Perlman and Buckley are two of the company's 30 directors. Hungry Man has offices in New York, Los Angeles, London, Rio and Sao Paulo.





OUR CAMPAIGNS

THE GREAT DEBATE

Love them? Hate them? Spay and neuter them. Whether you love cats or not, both sides can agree: They should be spayed and neutered. Our latest campaign invites everyone to discover how spayed/neutered cats can benefit us all.

MILD KINGDOM: JOIN THE EXPEDITION

Spaying and neutering community cats is a crucial part of the no-kill mission. Mild Kingdom invites you to venture into the world of these incredible creatures. What makes them unique? Why are they important? And what can you do to help the no-kill mission in your community? Visit MildKingdom.org to learn more.

SCOOTER THE NEUTERED CAT

The Ten Movement's mascot, Scooter the Neutered Cat, made his debut in 2014 and instantly became a smash success. Appearing on HBO's "Real Time With Bill Maher" and Spike TV's "Funniest TV Commercials," Scooter showed the world that we can make a positive difference and create a no-kill nation without showing cats in cages with sad music.

OUR PARTNERS

CINCINNATI

UCAN (United Coalition for Animals Nonprofit Spay and Neuter Clinic) serves Greater Cincinnati and provides effective, accessible and affordable spay/neuter options.

OAR (Ohio Alleycat Resource & Spay/Neuter Clinic) is located in Madisonville and provides complete resources for cats in Greater Cincinnati.

SPCA Cincinnati promotes the humane treatment of all animals and provides animal services for residents of Hamilton County.

Cincinnati Animal CARE Humane Society offers opportunities for unwanted animals to be adopted or rescued and provides the public with information and programs for responsible pet ownership.

LFAW (League for Animal Welfare) is based in Clermont County and provides care for cats and dogs in the Greater Cincinnati community.

STAF (Save the Animals Foundation) is a volunteer-run organization based in Hamilton County that provides animals with a safe and caring environment until they are able to be placed in permanent, loving homes.

The Scratching Post is based in Silverton and provides resources for stray and abandoned cats.

GREATER DAYTON

Humane Society of Greater Dayton is based in the Miami Valley and helps all types of animals, including cats, dogs, rabbits, farm animals, birds and more.

SICSA is based in Washington Township and provides a variety of programs and services including animal medical care, behavior support and more.