Media contact:

Zach Stipe, Scooter Media

(865) 244-6199

zach@scootermediaco.com

**FOR IMMEDIATE RELEASE:**

**Scooter the Neutered CatLaunches New “Mild Kingdom” Campaign for Community Cat Awareness**

*The Ten Movement’s latest initiative details the benefits of spay and neuter programs for neighborhood cats*

[*Link: downloadable photos, Safari Scooter Says one-sheeter, field guide, Mild Kingdom commercial clips*](https://www.dropbox.com/sh/o3dj3zu2v47d4tt/AAAa-IuJTAe-YEyZsa0gu6RGa?dl=0)

**CINCINNATI (August 4, 2020) —** He’s still the coolest cat in town, and now he’s the safari guide tasked with educating the region on the importance of caring for community cats as part of the Ten Movement’s latest campaign, [Mild Kingdom](https://www.givethemten.org/mildkingdom/), which launched on Monday.

Scooter the Neutered Cat became a viral sensation in 2013 following his [initial campaign](https://www.youtube.com/watch?v=Iw1V--rp3ng) to raise awareness for spaying and neutering in Greater Cincinnati. As the Ten Movement’s official mascot, Scooter has led several successful initiatives to reduce feline overpopulation, including the recent “Cat Math” and “Talk to Your Cat About Sex” campaigns.

In this new campaign, Scooter asks the public to join him on an expedition to help cats living in our communities.

“Mild Kingdom” aims to educate residents about community cats, including ensuring the humane treatment of the animals, giving residents the necessary tools to help them and encouraging the practice of Trap Neuter Return (TNR) so community cats can ultimately coexist with humans in the communities they call home.

The Ten Movement is a nonprofit advocacy group founded by The Joanie Bernard Foundation in 2013 to create a no-kill nation for cats. The live-release rate (often referred to as the “no-kill rate,” or the percentage of cats that enter shelters and are released or adopted) was 37% in Cincinnati when the foundation began its work. Today, that rate is over 96%. Educating the public on community cats is the next step toward achieving 100%.

“Community cats are a crucial part of the Ten Movement’s mission,” said Deborah Cribbs, chairwoman of The Joanie Bernard Foundation. “These cats don’t have owners, so it’s up to the community to help. Part of this responsibility is making sure strays in our neighborhoods are spayed and neutered to prevent overpopulation. You can help us make a difference by identifying these cats and utilizing Trap Neuter Return resources available.”

“People love their pets, cats included, but tend to not think of community cats the same way,” Cribbs said. “This campaign really wants to show that community cats are amazing, unique animals, and one small act you can do will help them and other community cats for a long time to come.”

The “Mild Kingdom” campaign satirizes nature documentaries. In the advertisements, a narrator gives a play-by-play of community cats in their natural habitat. Viewers are encouraged to search their neighborhood for cats and report them to local clinics or shelters, or by visiting [mildkingdom.org](http://www.mildkingdom.org/). Residents can also report community cats by calling 833-GIVE-TEN or (513) 644-5600 locally.

The campaign, which features television commercials, radio spots, billboards, direct mail and a social media campaign, will focus on Hamilton and Clermont Counties to start.

The Ten Movement’s partners include United Coalition for Animals Spay and Neuter Clinic (UCAN), Ohio Alleycat Resource (OAR), The League for Animal Welfare, Save the Animals Foundation (STAF), SPCA Cincinnati and Clermont Animal Care Humane Society.

Several of these partners offer low-cost spay/neuter options and free loanable traps to transport community cats. The “Scooter Shuttle” is also available to pick up and return Greater Cincinnati cats to and from spay/neuter appointments.

[UCAN](https://ucancincinnati.org/) opened a low-cost spay and neuter clinic in Cincinnati in 2007 and has achieved over 135,500 surgeries, dramatically reducing the number of animals killed in the area.

“Our organization has worked tirelessly for years to humanely stop the exponential growth of community cats by working with folks in the community to trap, sterilize and vaccinate community cats,” said Melanie Corwin, executive director of UCAN. “This new campaign from the Ten Movement will help us continue to educate residents about what they can do to prevent overpopulation by stopping the breeding cycle without unnecessary killing.”

“When we can ensure these cats are taken care of, we know they can live peacefully and happily within our communities,” Corwin added. “We’re excited for the new ‘Mild Kingdom’ campaign to help us make sure that these cats are able to live in contentment while never outgrowing their available food sources.”

For more information on “Mild Kingdom,” visit [mildkingdom.org](https://www.givethemten.org/mildkingdom/) and follow Scooter the Neutered Cat and the Ten Movement on [Facebook](https://www.facebook.com/givethemten), [Instagram](https://www.instagram.com/itsneuteredscooter/) (@itsneuteredscooter) and [Pinterest](https://www.pinterest.com/givethemten/).

# # #

***About the Ten Movement***

*The Ten Movement is funded by The Joanie Bernard Foundation. Founded in 2013 for the pursuit of life, love and a home for every feline, The Joanie Bernard Foundation exists to create a no-kill cat nation. 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. The live-release rate of shelter cats was 37% in Cincinnati when the foundation was started. Today, that rate is over 96%. Cats famously have nine lives. Together, we can give them one more. More information can be found at* [*givethemten.org*](https://www.givethemten.org/)*.*