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FOR IMMEDIATE RELEASE:

The Ten Movement Launches ‘Scooter’s Safari Squad’

The next phase of the Mild Kingdom campaign highlights community cats living healthy lives in Greater Cincinnati neighborhoods

[Download Here: Brand-new Scooter’s Safari Squad commercial clips and photos](#)

CINCINNATI (Sept. 22, 2021) — They’re fun, friendly and affectionate. They have names like Rando, Chester and Dash. They don’t have owners, and they don’t need them.

They’re members of Scooter’s Safari Squad.

From Westwood and Price Hill to Carthage and Pleasant Ridge — and everywhere in between — community cats are thriving in Greater Cincinnati neighborhoods thanks to spay/neuter education efforts amplified by the Mild Kingdom advertising campaign launched one year ago by the [Ten Movement](#).

Scooter the Neutered Cat is highlighting members of his Safari Squad in each Greater Cincinnati neighborhood and needs your help to find them. Go out in the “wild” of your neighborhood and look for a community cat with the tip of its ear removed. This is known as “ear tipping” and means the cat has been spayed or neutered and is a perfect nominee for Scooter’s Safari Squad. If you find a community cat without a tipped ear, report it at MildKingdom.org so the cat can be vaccinated, spayed/neutered and returned to its neighborhood.

Led by its mascot, Scooter the Neutered Cat, the Ten Movement is a nonprofit advocacy group that seeks to create a no-kill nation for cats. The organization promotes spay and neuter programs to prevent overpopulation while providing support to Greater Cincinnati shelters and rescues. The Ten Movement has helped to raise the live-release rate (the percentage of cats that enter shelters and are released or adopted) from 37% in the region when the foundation started its work to more than 90% today.

There’s still work to be done. Educating the public about community cats is the next step in the Ten Movement’s mission of achieving the goal of a 100% live-release rate in the region.

Community cats that are reported and enter a [Trap Neuter Return](#) program are automatically welcomed into Scooter's Safari Squad as living, breathing examples of how outdoor cats can peacefully coexist with humans — in every neighborhood. Making sure these cats are spayed, neutered and vaccinated is critical to keeping community cat populations from growing larger and ensuring healthier lives for cats. Since community cats don't have owners, it's important for residents in neighborhoods to take responsibility for these animals.

"Community cats are crucial to the Ten Movement's mission," said Deborah Cribbs, chair of the Ten Movement. "Some of these cats are lost or abandoned and may have grown up outside a home. All of them are just as unique, adorable and amazing as your house cat. They can live fulfilling, healthy lives without owners — with just a little help from our community members. You can make a difference by identifying these cats and increasing membership in Scooter's Safari Squad."

Visit [MildKingdom.org](#) to report strays and see who has already joined Scooter's Safari Squad.

Follow the Ten Movement and Scooter the Neutered Cat on [Facebook](#) and [Instagram](#) (@itsneuteredscooter) for more updates, too.

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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](#).