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**New Ad Campaign Aims to Advance Conversation About Cat Welfare**

*The Ten Movement’s newest campaign, “The Great Debate,” shows both sides that there’s one thing we can agree on: Cats should be spayed or neutered.*

CINCINNATI – Throughout history, the debate has raged on between those who love cats and those who do not.

The newest advertising campaign from [The Ten Movement](http://www.givethemten.org/), a movement created by the Joanie Bernard Foundation, aims to show people on both sides of the argument there is something they all can agree on: Spaying or neutering cats is the right thing to do.

The goal is to promote the benefits of spay/neuter to more than just cat lovers. Spay/neuter 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.

“We wanted to elevate the narrative about feline welfare and inspire new conversations, so we selected John O’Hagan, an internationally known advertising director and documentary filmmaker,” explains Deborah Cribbs, chair of the board of the Joanie Bernard Foundation.

“John’s work uses storytelling to create witty campaigns that catch viewers’ attention,” Cribbs adds. “He has a real mastery of his craft with high standards that emphasize authenticity. It makes these ads shine.”

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. The campaign was an attention-grabbing way to raise awareness about the importance of spaying and neutering cats, all part of the Ten Movement’s mission to create a no-kill nation for cats. Most recently, Scooter the Neutered Cat took viewers on an adventure to the “Mild Kingdom” to raise awareness of community cats and humans’ role in helping these incredible creatures by ensuring they were trapped, spayed/neutered, and returned to the “mild” of their neighborhoods as happy cats unable to procreate.

The objective of the Great Debate campaign is not only to build upon the success of earlier creative campaigns like Scooter the Neutered Cat and Mild Kingdom that increased the live-release rate of cats from 37% in 2013 to more than 96% today, but also to start conversations that shift the culture about cats.

“The Great Debate” campaign recently launched in both Cincinnati and Dayton TV markets to advance the conversation about feline welfare and help every person see themselves in the story to save the lives of cats, whether they love them or hate them.

John O’Hagan of Hungry Man Productions, who created the celebrated “Cat Herders” commercial for EDS, along with successful campaigns for international clients like Toyota, Coca-Cola, McDonald’s, Samsung and Anheuser-Busch, does not create many nonprofit or local TV commercials. Yet, he enthusiastically committed to “The Great Debate” campaign because he appreciated its mission and its unique position to shift the culture’s attitude toward cats.

The ad series begins with [a one-minute spot](https://drive.google.com/drive/folders/1cDtqhrhKWL1VoK5ginqwhJEQZw9a63bX) that shows the debate around cats from time immemorial through present day and all generations agree: Ensuring that cats cannot procreate is a great idea.

The ad campaign is currently running on television, social media, out of home (billboards) and print.

**About the Ten Movement**

The Ten Movement is the creation of 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](http://www.givethemten.org/).