**The Give Them Ten Movement Launches Licensee Program,**

**Empowering Communities to Create Cat-Caring Communities**

July 10, 2023 (Cincinnati, Ohio) – Give Them Ten, a non-profit movement dedicated to creating cat-caring communities, announced today the official launch of its licensee program.

This program welcomes like-minded organizations to join The Give Them Ten Movement and equips them with proven strategies and valuable marketing assets to help turn their communities into ones that care more about cats. By becoming a licensee, organizations gain the ability to bring Scooter the Neutered Cat, the movement’s "spokescat,” and other Give Them Ten campaigns to their communities to help change behaviors towards cats, increase spaying/neutering and promote a better understanding of how to treat cats humanely.

“Since our beginning, it has been the dream of The Give Them Ten Movement to share our message of creating cat-caring communities with as many people as possible,” said Deborah Cribbs, founder and director of Give Them Ten. “The movement is happy to partner with like-minded organizations across the country to save feline lives.”

In addition to formalizing the licensee program, Give Them Ten is proud to highlight its newest licensee, It Takes A Village of Muscatine, Iowa, which joined the movement this past May. It Takes A Village is already leveraging Scooter to promote the benefits of spaying/neutering in their community.

They join already licensed PAAC of Corpus Christi, TX; Pet Savers of Spokane, WA; and Ingham County of Mason, MI.

The Give Them Ten Movement firmly believes in the power of collaboration and community engagement to bring meaningful change and more humane treatment of cats. By partnering with more organizations across the country we can create a nation of cat-caring communities. To learn more about the licensee program and become part of our movement, contact Info@GiveThemTen.org

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**About Give Them Ten**

**The Give Them Ten Movement** is working to create a nation of cat-caring communities. This movement, funded by the Joanie Bernard Foundation, seeks to improve the lives of cats by creating communities that understand and take actions to protect them, including spaying and neutering. More information can be found at [GiveThemTen.org](https://www.givethemten.org/).